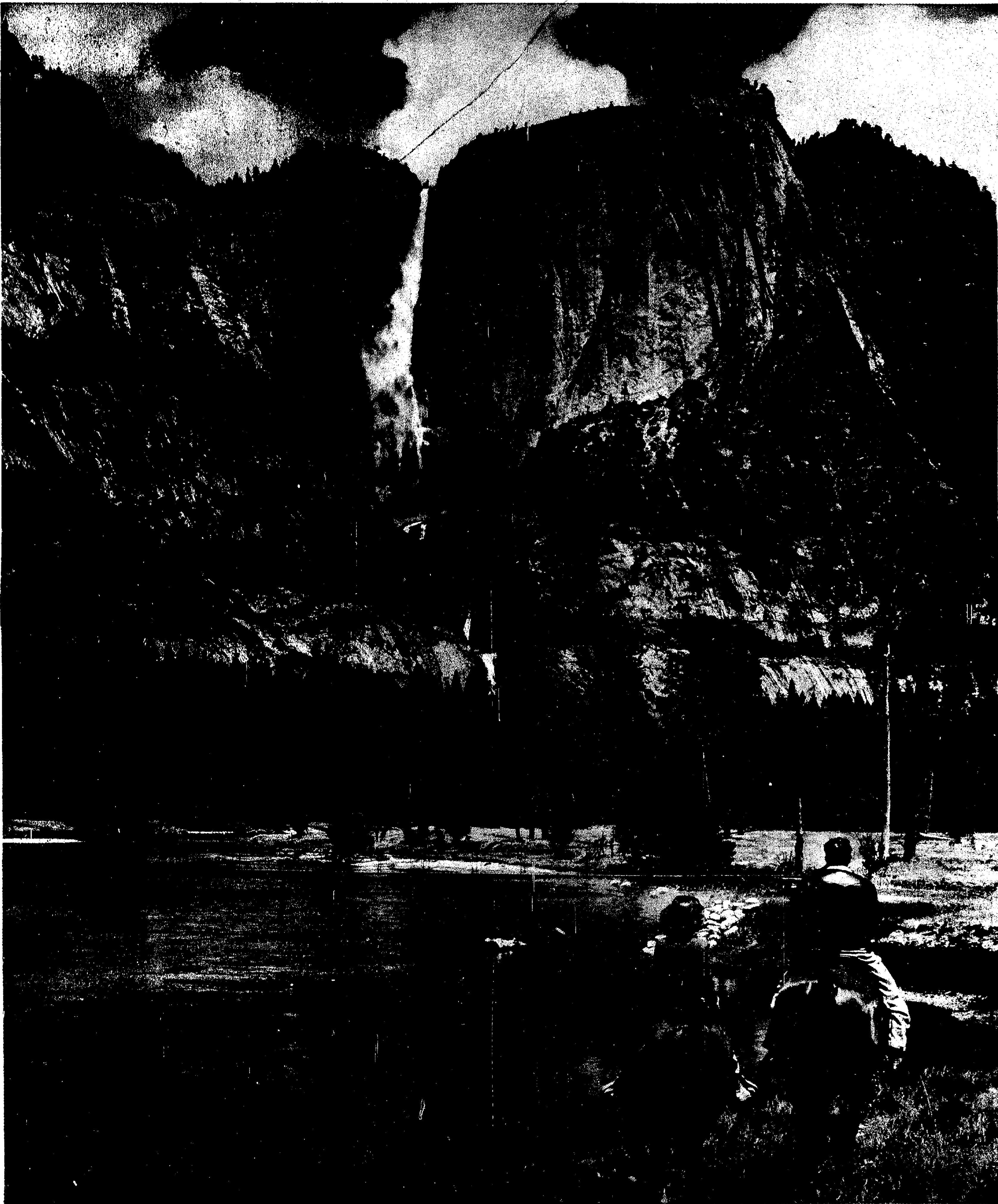


# Press-Telegram *Southland*

LONG BEACH, CALIF., SUNDAY, OCTOBER 2, 1949

## MAGAZINE Section



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Vol. 2 No. 35

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Member  
**PACIFIC SUNDAY  
MAGAZINES**

FRED TAYLOR KRAFT,  
Magazine Editor

A never-to-be forgotten sight, Upper and Lower Yosemite Falls crash 1750 ft. from the top of a tremendous, glacier-carved precipice to the floor of beauti-

ful Valley of the Yosemite. A couple on horseback, riding in the park on a lazy fall day, view the water and the brilliance of the early autumn foliage.

—Union Pacific Railroad Photo.



# Family on Horseback



The riding Turners include (above, l. to r.) Mrs. Jack Turner, Lillian Fischer, Beverly Turner, Carla Jean, Bee and Valerie Fischer and Sandra Lee Turner.



Some of the many trophies won by the Turners are shown above with some of the equestrian family.



"The boys" of the Turner combination are Jack Turner Jr., Conrad Fischer, Carl Fischer and Jack Turner Sr. Horses and equipment are valued at \$95,000.

By Vera Williams

**W**HEN the Turners ride abreast, they practically dazzle the sun.

There are 11 of them, big and little, including parents, sons, daughters, in-laws, grandchildren, all mounted on Palominos—horses of shining, burnished gold with milk-white mane and tail.

Each member of the family owns his or her own Palomino;

and five of the outfits glitter with a fabulous amount of silver.

Altogether, horses and equipment are valued at \$118,000—\$37,000 for the silver and the rest for the horses.

First comes Jack Turner, president of the Turner Petroleum Co., on Top Hat, Palomino stallion considered by many to be the world's outstanding parade horse. A check

for \$20,000 would not buy Top Hat, and Turner values his silver outfit at \$60,000.

Turner's riding outfit portrays the history of the Santa Fe and Oregon trails. The hand-tooled saddle depicts Indians hunting buffalo. On the cantle is a stage coach with four running horses copied from the movie "Dodge City." The solid silver saddle horn is the hand-carved head of a Crow chief, Plenty Coups. On the point of the swell is the face of Chief Pontiac and across the face of the swell are Tom and Jim Thorpe and Little Beaver.

Also shown are the heads of Curly Crow, only survivor of Custer's last stand; Apache chiefs, Geronimo and Victorio; the seven chiefs of the Pawnees and Osages; Sitting Bear, Klowa chief; Red Cloud and Big Foot of the Sioux; Yellow Wolf and Dull Knife of the Cheyennes; Red Tomahawk and various others, Comanches, Arapahoes, Blackfeet and Navajos.

**R**EPRESENTING two years' work by Edward H. Bohlin, silversmith, the saddle, vest, chaps, gloves, breast plate collar, bridle, hat band, belt, gun belt, boots, spurs and the clasp carry out the western theme. The gear weighs 285 pounds complete making it necessary for two men to lift it on Top Hat from the rear. The vest and chaps are so heavy they are put on by Turner after he has mounted.

Then comes Mrs. Turner with her \$10,000 silver equipment on Juan. And "the boys"—Jack Turner Jr. on Golden Splendor, for whom the family has refused \$17,500; Conrad Fischer on Goldie and Carl Fischer on Major. Silver riding outfits of "the boys" are worth about \$3500 apiece.

And "the girls"—Bee Fischer on Zorina, Lillian Fischer on Hildegard, Carla Jean Fischer on Golden Bonnet, Beverly Turner on Sage.

At the end of the line, the grandchildren, Valerie Fischer, 5, and Sandra Lee Turner, 6, on Sugar, a Shetland. Technically, Sugar is not a Palomino, but Sugar's brown coat and light mane and tail approximate a Palomino's coloring. A true Palomino is shining gold—the color of a \$10 gold piece, if you happen to remember how they looked.

**A**LL OF the men are members of the Mounted Police Patrol and the women are

members of the Mounted Police Auxiliary and the Vaqueros. The Vaqueros claim to be the fastest-drilling mounted team in the world.

In 1928, the Turners acquired their first Palomino, a polo horse named Pal. Then they bought Sage, a mare of impeccable color who they say has won more championship trophies than any other Palomino mare in California. After that, they bought enough horses to make a nine-Palomino team. The Turner youngsters took to horses and polo, and playing against some of California's best players mounted on the finest of polo horses, Turners won 30 out of 33 games.

War broke up the combination and the elder Turners sold most of the polo ponies and started into the breeding of Palomino Arabians at their Palomino ranch, 3900 Woodruff Ave., Lakewood.

From Texas they bought Top Hat, a stallion sired by Midnight Chief out of Mount Noke quarter mare without albino blood. Top Hat was the Turner answer to their search for a sire with the size, color and conformation for parade work.

For dams, the Turners started with Sage and then they bought six Arabian Palomino mares from the Running Springs ranch.

From these have come some of the finest Palomino colts in the world today. Gold Alla was sold to P. K. Fisher two years ago for \$12,500. Golden Dude and Sadeyla were sold to Joseph J. Kelley, horse fancier of Cambridge, Mass.

**T**OP HAT was awarded supreme parade sire at the all-American Palomino show last year at Eaton, Ohio, and Golden Splendor won a grand championship trophy at the same show.

A number of the Turner Palominos are close to being movie stars. Top Hat appeared in "Silver Bandit" and in a news short about Palominos. Gene Tierney rode Major in "Leave Her to Heaven." Rex Harrison rode Major in "Foxes of Harrow" and the Turners have a picture of John Wayne riding Major in the sheriff's rodeo.

Last year, Top Hat sired 23 colts, of which 22 were Palominos, and of the 18 sired thus far this year, 17 are Palominos. Each year the extra colt turned

out to be sorrel—not gold. Riding, raising and training Palominos has become a family project, holding the family close together.

"But," says Jack Turner, grinning ruefully, "every time I buy anything—a hat or a shirt or a piece of equipment—I have to buy 11 of 'em. We all ride."

## PARENTS'

### QUESTION BOX

By Katharine Whiteside-Taylor

**S**HOULD a 4-year-old child be denied his dessert if he doesn't finish or at least sample his other food?

Appetite is never a problem among families who cannot afford quite enough to eat and the children are really hungry! A balanced diet with proper amounts of protein, vitamins and minerals with a sufficient margin for energy is,

of course, essential for wholesome growth. But if food is not made an issue to the point where it becomes a favor to the parent for the child to eat his dinner, and his appetite is not jaded by too much sweets and spices, his natural appetite will take care of the situation. Furthermore, he will not lose his human right to really enjoy his food.

There are two reasons why desserts should not be used as a reward to the child for finishing his main course. In the first place, when the meal is well planned, desserts (which usually should be some form of fruit) are as important a part of the meal as what has preceded. In the second place, it just makes eating one's dinner too important to feel that one gets a reward of any kind for doing so.

The first thing to do when a child shows lack of appetite is to reduce the amount served. The principal of reducing the child's helpings when he shows lack of interest in food is very important for parents to remember, since most adults spontaneously serve even their small children the same amounts as they do themselves or other adults. This is unwise since even a growing child's food needs in the early years when parents are most anxious about food are just a little more than half those of the average adult. Second helpings are always possible, of



Reduce servings if child's appetite lags. There are good reasons why he shouldn't be denied his dessert.

course, and it is far better for a child to ask for a little more than to push part of his food away with his parents looking on in anxious silence.

**T**HE EVEN deeper aspect of the problems, however, is that an intelligent child will use any situation to get more attention from his parents. In this regard the child needs to learn two things: First, that he does not need to struggle for attention, because he gets plenty of it in ways that are happy for both parents and child, such as play time together, a leisurely going-to-bed period, a walk in the park, etc., which should be a part of every day companioning between parent and child. Second, that he cannot force par-

ents in a sheer battle of wills over food or anything else. Therefore, parents need to cultivate a relaxed and happy atmosphere at meal time which, by the way, is exceedingly good for the physical and mental hygiene of everyone involved!

Those interested in further discussion of this and all other phases of guiding children happily and well toward effective adulthood, should plan to enroll in the course on guiding children's growth, meeting Monday nights from 7:30 to 9:30 in Room 421, Polytechnic High School as a part of the family life education in Long Beach City College.

NOTE: Mrs. Katharine Whiteside-Taylor is co-ordinator of family life education at Long Beach City College.

## Answers by Squeekie

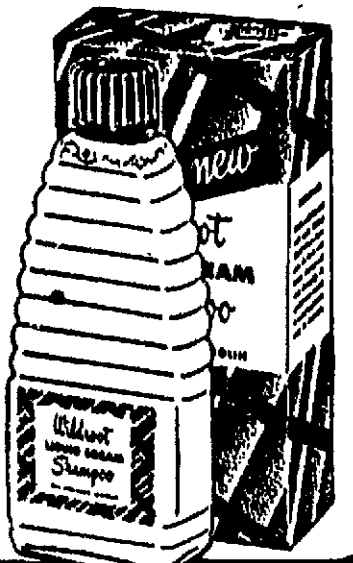


### Can you break a date?

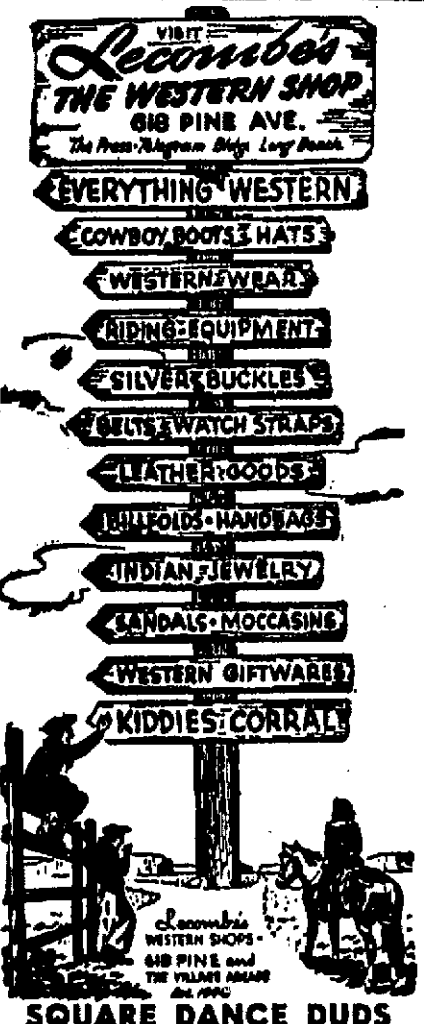
You mean when a better one comes along? No! You wouldn't want someone to play that sort of trick on you, would you? So stick to your promise... and both dates will like you better.

### Want date bait hair?

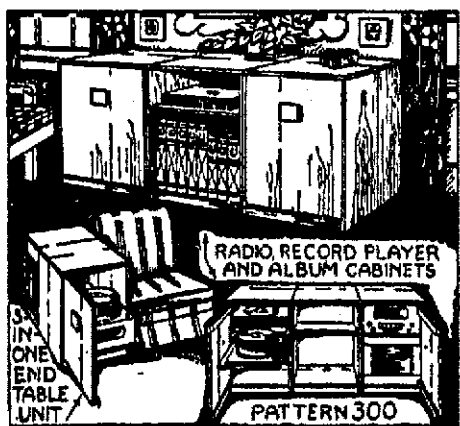
Easy!... Just shampoo with new, lanolin-rich Wildroot Liquid Cream Shampoo. Leaves hair "squeekie" clean and oh, so soft and manageable. Waves and curls set fast—stay in longer than you dreamed possible. And new Wildroot Liquid Cream Shampoo is only 25¢ or 59¢ at drug or toiletry counter.



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# Masterpieces of the Great Outdoors



—Washington State Advertising Commission Photo.

Washington's Nooksack River is one of the Pacific Northwest's fine fishing streams. Glacier-covered Mt. Shuksan is seen in distance.



—Desert Sea News Bureau Photo.

Towering Walls of Zion! The majestic grandeur of Zion National Park in southern Utah is all the more impressive from Angel's Landing, above the valley floor, as shown above. Zion's highest cliffs reach upward two-thirds of a mile.



Jose Herrera plies candlemaking trade in Old Mexico manner on Olvera Street, near bustling Los Angeles Civic Center.

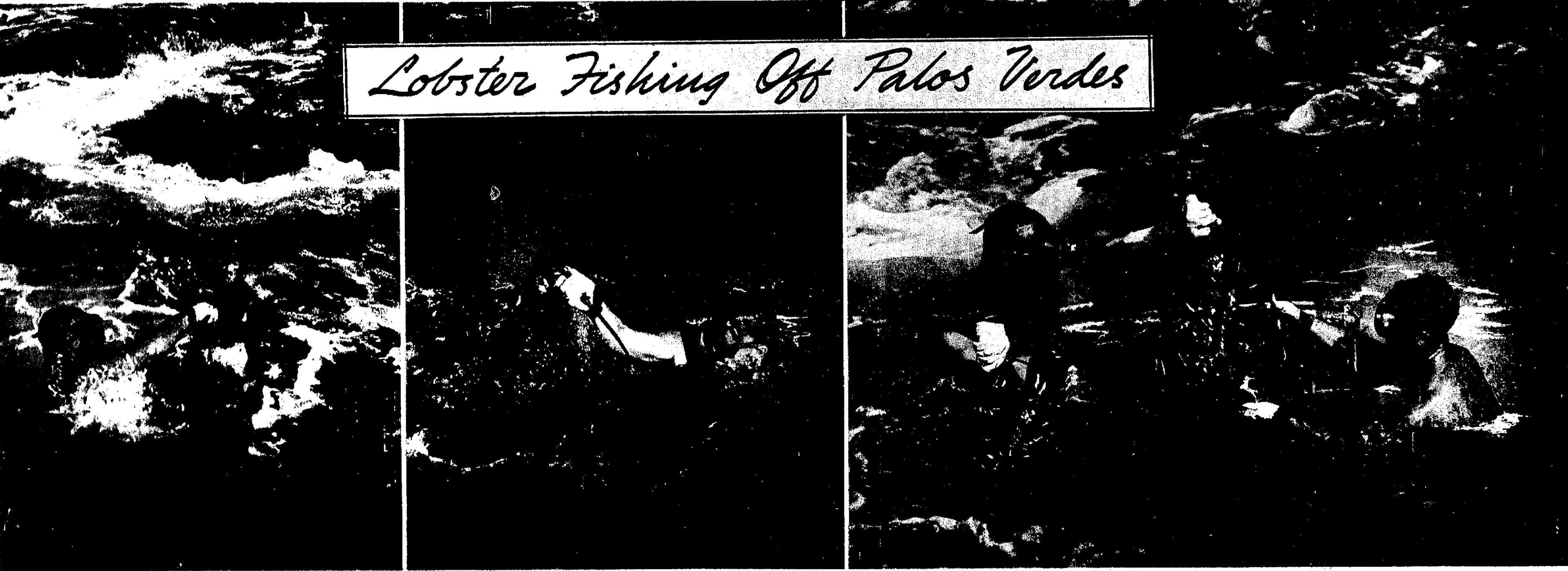


South-of-the-border market place rings with music, castanets and carefree dancing feet.



—Photos by All-Year Club of Southern California.

Liancio Madero, Olvera Street potter, hails from Peral, Chihuahua. He often makes pottery to sell to the movie studios.



## Lobster Fishing Off Palos Verdes

Skin divers (clad only in swim trunks, masks and gloves) find underwater hunting good.

At upper left skin diver wrestles with huge lobster. Center, another brings up catch.

Coves along Palos Verdes coastline abound with lobsters and abalone. Above, two skin divers bring up some big ones with a tasty feast soon to be enjoyed.



# With a Patio on the Beach



The Beemans have capitalized upon the scenic interest outside their home by installing many large windows overlooking the bay and beach. Sand, boats, water and people form a changing picture seen from this vantage point.

**W**ITH A patio built on the beach at Alamitos Bay, the outdoors is almost a built-in feature of the home of Mr. and Mrs. David Beeman of 6508 Bay Shore Wk. The Beeman children, David, 10, and Ricky, seven, are as fond of swimming, sailing and acquiring a tan as are their parents and the new home and its facilities are enjoyed to the full.

Lots along this portion of the bay are only 30 feet wide but, by skillful planning, Architect George W. Kahrs was able to give the Beemans a house of 1500 square feet of floor space. The floor plan which accompanies this article shows

Nowhere is the California attitude toward outdoor living in house design illustrated better than in this Long Beach home.

By Dorothy Killam

that the house is the ideal plan for a long, narrow lot. The house is built in two stories and the front door opens into an entry, which in turn leads to the combination den-guest room and to the living room where stairs, ascending to two bedrooms, are built against one wall. The combi-

nation kitchen-dining room and the other downstairs rooms can be entered from the service

porch off which is built a half-bath with shower. When coming in from the beach one may shower before going through any other room. The front door is reached through an enclosed patio on the street side. Yard chairs and a dining table are grouped on the green cement floor. At the other end of the house is another patio reached through a Dutch door in the living



A living room which opens on a patio on the beach is a feature of the home of Mr. and Mrs. David Beeman.

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Patio or lath house (estimated cost, \$60) .....	only \$1.92 per mo.

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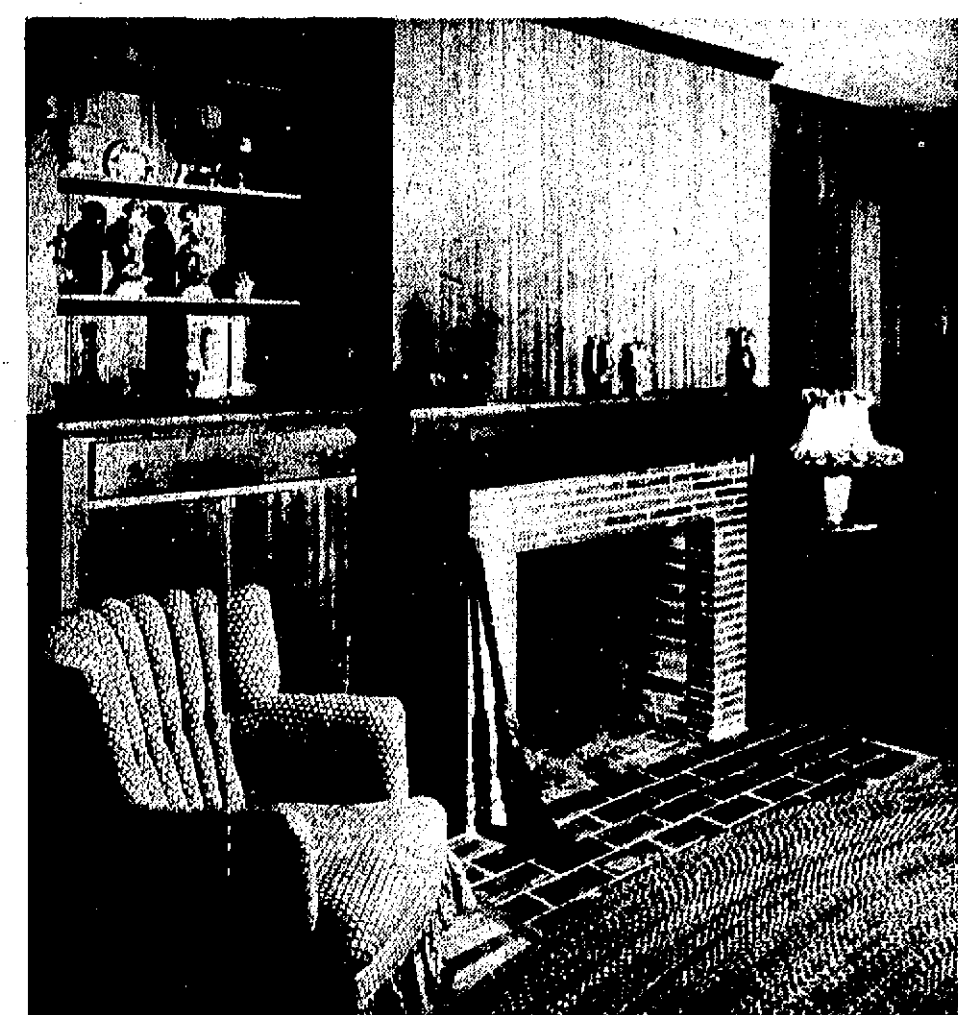
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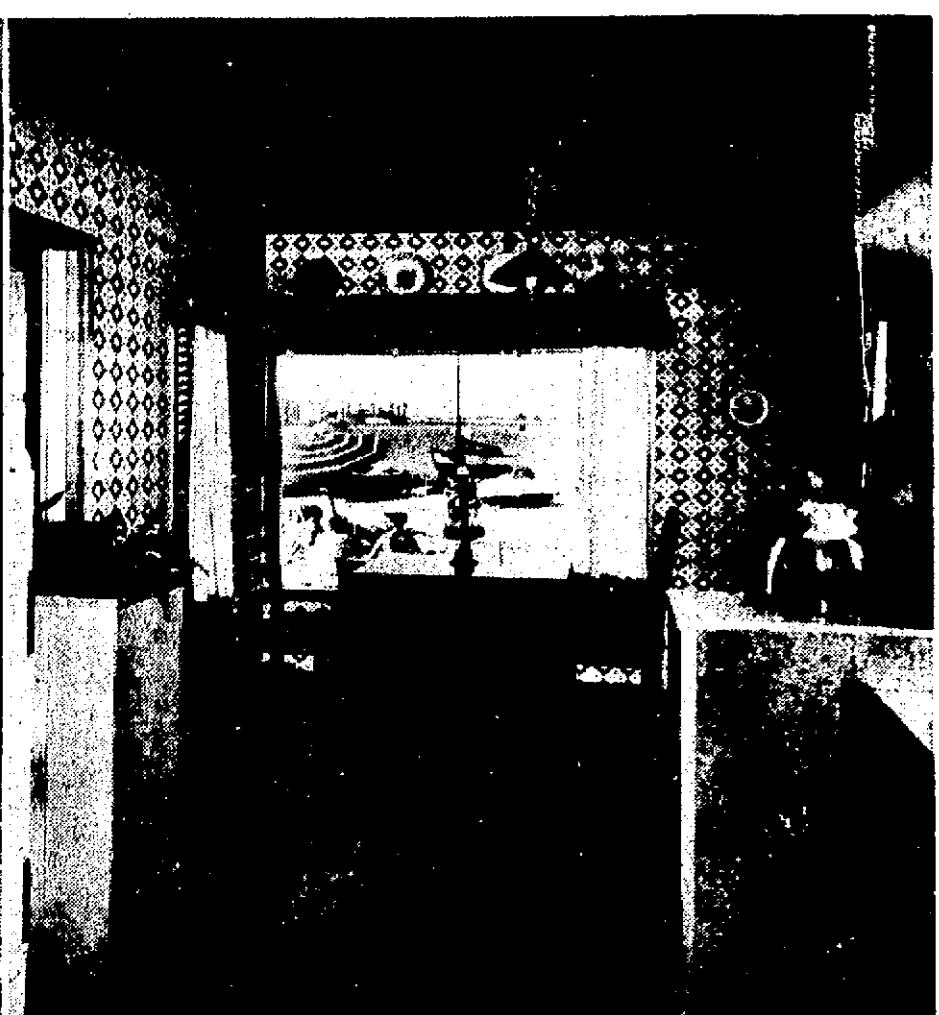
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The fireplace trim, the surrounding wall and built-in desk are of Honduras mahogany in rich, natural color.



The combination kitchen and dining room has spacious corner windows which look out over the beach, bay.

room and built on the beach. A low brick wall, painted white, separates its concrete floor from the sand.

**T**HE stair and wall around the fireplace in the living room are paneled in Honduras mahogany finished in a rich natural tone. Large corner windows look out on the beach and the bay. Draperies in a floral print add color to the room and pull curtains of white insure privacy.

Pine floors are partially covered by oval braided rugs in harmony with the informal furnishings. A chair by the fireplace is covered in a red cotton print fabric and trimmed with a ruffle of the same material.

Dining room and kitchen are combined. A drop-leaf table and ladder-back chairs have an appropriate background of straw, berry-patterned paper and view-giving corner windows are hung with muslin draperies trimmed with plaid ruffles and valance.

Partially separating the dining portion from the work area are dish cupboards made of the same natural finished pine used for the cabinet work in this kitchen. A planter in which tropical plants grow is set in the top of the cabinet built between refrigerator and dining end.

**O**PPPOSITE the sink and work counter are the stove and refrigerator with work table between. A window over the sink is trimmed with a scalloped border of wood like the cabinets. A plaid ruffle inside this border adds the finishing touch.

An automatic washer is installed in the wide hall between the kitchen and back door. Mrs. Beeman hangs her clothes on a portable clothes reel which she sets up in the center of the front patio.

The combination den and guest room is built at a slightly lower level than the rest of the house and is reached from the living room and back hall by descending two steps.

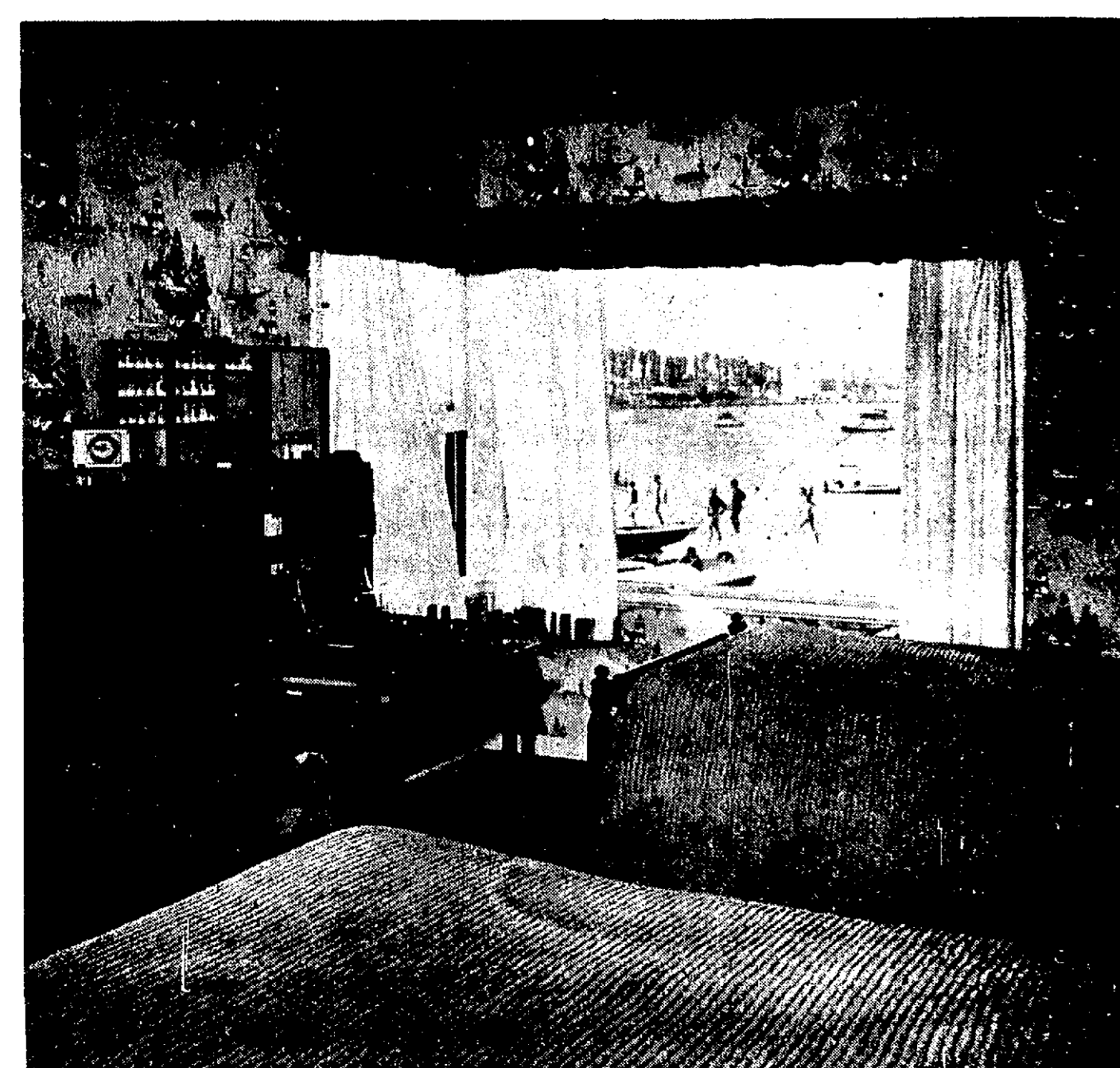
Walls are paneled in oak finished in a soft tone to match one wall covered with leather. The beamed ceiling is painted a light color. Studio couches placed in a corner at right angles to one another can be used as extra beds.

An old upright piano took on a new lease of life after Beeman painted it a blue-green color. Asphalt tile covers the floor. The Beemans find this room excellent for viewing television programs.

**I**N THE upstairs bath, paper in a colorful water lily pattern adds distinction. Mrs. Beeman made the double-tiered curtains in the hall window of unbleached muslin and trimmed them with green brush fringe. Space between the two.

Large corner windows in the master bedroom are effectively and inexpensively draped with curtains which Mrs. Beeman made from sheeting. They were left white and, when they are pulled during the day, they still admit plenty of light. At night they insure privacy. Red chintz valances add a gay note.

Instead of building the wardrobes across a wall so that they open into the center of the room they were arranged facing one another, making the room seem wider. A chest of drawers is placed in the space between the two.



Ship patterns on the wallpaper harmonize with the water scene outside as it is viewed through the wide corner window in the room of the two Beeman boys.

## The Camera ANGLE

By The Shutterbug

**N**OT long ago we mentioned that pictures and picnics go together. At that time we were talking about the picture story and we cited a picnic as a simple event that lends itself to good camera reporting. Had space permitted we might have added that this is true day or night. For campfire pictures are easy to make with modern flash photography.

So, whether toasting marshmallows on the beach or listening to someone tell stories by a fire, don't pass up the chance to capture the scene permanently in pictures. Even the simplest cameras can give you excellent shots of this type.

Most of today's new cameras, of course, have built-in flash synchronization. But even if your camera lacks this feature, you can make flash shots by setting it on "time" and using a separate Flashholder. All you need do is set the camera on a log or firm support, open the shutter, trip the flash, and close the shutter again.

Whichever method you use, however, a few suggestions may prove helpful. You'll want, for instance, to have someone at each edge of the group you're shooting hold a match or flashlight while you're lining up your shot. This way you can check your camera's finder to be sure that the whole group is in your picture.

Again, it generally helps to try to pick a camera angle so the light from your flash attachment will strike the faces of your subjects from about the same angle as the firelight. This will help to make your

time, firelight feeling which you wish in your finished print.

**M**ANY snapshotters will want to know that Graflex has published a booklet on "How to Make Prize-Winning Pictures." There are articles by Robin Garland on action pictures; Constance Bannister on portraits; Philippe Halsman on portraits; George Engelhard on pictorials; Bert Clark Thayer on animal pictures; Larry Keighley on color; and T. T. Holden on flash photography. All have written for publication previously and in these articles they offer hundreds of very valuable suggestions . . . some of which probably have been overlooked by professionals. Price of the booklet is 15 cents, less than it cost to publish.



Campfire shots like this are easy with modern photo flash equipment. Try it at your next wiener bake.



# Stagecoach to Los Angeles



—Title Insurance & Trust Co. photo.

The Governor's carriage: Among forms of early day travel in California was the Governor's carriage, depicted above in a sketch by Frederick Remington. Such luxury was for the few, however, and later settlers traveled by stagecoach.

By Mamie R. Krythe

petition between these two and usually much betting as to which firm would get the most trade. In the early 50's the stages were of the old Army ambulance type with four seats, each holding four passengers. There were relay stations at the Dominguez Rancho and at Florence, where the horses were replaced by fresh ones.

As years passed, Banning improved his rolling stock by importing some Concord coaches from New England—via the Horn—and did away with the earlier, cruder stages. These coaches, costing as much as \$1500, were hung on leather thoroughbraces and could stand much jolting. A Concord was "a graceful thing of beauty and dignity and life . . . with trim decking and panels of the clearest poplar and with the stout frame of well-seasoned ash."

Later, in his shop at Wilmington, Banning's skilled workmen constructed stages of this type. One, the Challenge, was finished in yellow and green and trimmed with russet leather, while the Union was resplendent with red and gilt trimmings. The door panels of the Pioneer were adorned with artistic fruit pieces. These Banning coaches, drawn by fine teams of four or six horses, soon became familiar sights in the pueblo.

ON BOTH the Banning and Tomlinson stages betting was common as to which line would reach Los Angeles first. Many passengers were forced to take part in daring races between rival drivers. The stages usually met north of Wilmington, and from there on, the competition continued. The coaches raced along over a rough, almost treeless plain, through fields of bright yellow mustard, while the travelers held on for dear life. Sometimes a driver, in an attempt to be funny, would ask on which side a passenger wanted to land.

As they neared the outskirts of the pueblo, the race became more exciting. Each driver cracked his long whip and urged on his panting steeds, eager to make a fine showing and to win the contest. The coaches lurched along narrow San Pedro St.,

neck and neck, raising great clouds of dust. They usually were followed by packs of yelping dogs. If the stage arrived after dark, a guard on top blew a horn to warn unwary citizens of their coming.

Turning on First St., the drivers galloped their horses to the finish. When the Banning stage drew up at the old Bella Union Hotel (or Main just north of Commercial) or the Tomlinson coach reached its destination, the Lafayette, just across the street, the victorious Jehu would stop his horses so suddenly that they would be thrown back on their haunches. While the winner was gloating over his defeated rival, the badly shaken up travelers slowly and painfully climbed down from the coaches, thanking their lucky stars they had escaped with their lives, even though they often suffered from scratches or bruises.

The company that won, of course, got more advertising and more patronage. It is said that the fastest time ever made between San Pedro Bay and Los Angeles was in 1856—one hour and 18 minutes—with the news of the election of President Buchanan.

DURING the 60's, when Banning carried the Wells-Fargo express and Tomlinson the Union Pacific express, there was much interest in the race and even the rival newspapers "egged on" the contestants. Sometimes, in the excitement, a collision took place. One of these accidents happened, so a reporter stated, because of the eagerness of the newcomers to reach the city of oranges, wines and other good things. One record run was made in April, 1869, when a Banning driver, Ed Jones, held the "strings," declaring he "meant business." He proved this by covering the route in one hour and 32 minutes.

The rivalry between these transportation men continued for several years. Both were strong, determined characters. They clashed frequently and carried some disputes to the courts. In the end, the "Irrepressible" Banning gained the upper hand and became the acknowledged "transportation king" of his region.

Besides his Wilmington-Los Angeles line, he ran stages to Fort Tejon and some mining towns north of the post; eastward to San Bernardino, Fort

Yuma, and to Tucson. Banning received many contracts for hauling soldiers and supplies to inland forts in Arizona and New Mexico. One of his drivers, the "Irrepressible Clay," a great favorite with women travelers, once made

the 60-mile trip to San Bernardino with the U. S. mail and a full passenger list in only seven hours, including stops.

Banning himself was one of the greatest whips of Southern California. According to Horace Bell, "he could drive

a stage, six-in-hand, faster and over rougher roads and over places where no roads existed than any driver who ever cracked a whip or pulled the ribbons."

Although Banning had invested much money in his fine

horses and coaches, he was a progressive man and kept trying to find faster and better methods of transportation. This quest eventually brought him to construction of a railroad from Wilmington to Los Angeles.

When the first train "thundered" into Los Angeles in October, 1869, the death knell of the stages that cover the same route was sounded. However, stages were used in and out of Los Angeles for some years afterward.



—Photo courtesy Security-First National Bank of Los Angeles.

Transportation in the early days of the Southland took forms that, judged by the standards of today, are of the crudest types. The stagecoach and prairie schooner in photo above were top grade vehicles in years past.



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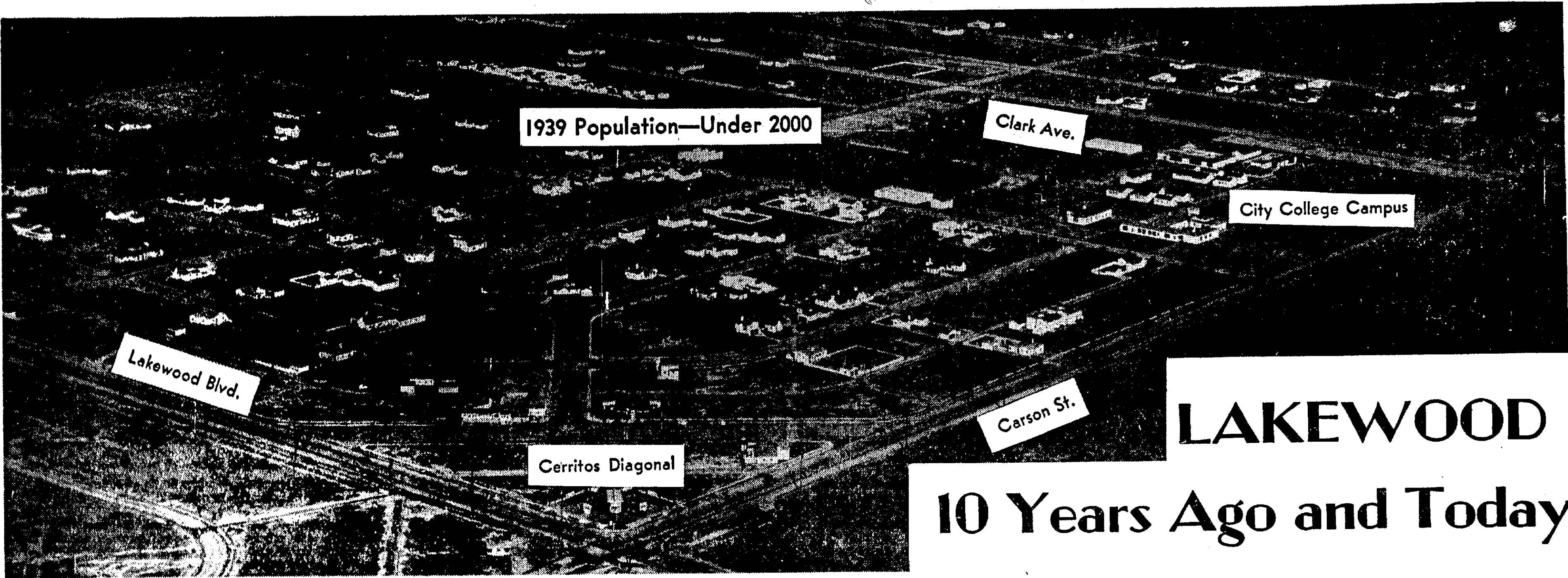


—Title Insurance & Trust Co. photo.

The old stagecoach, depicted above in a photograph taken in Los Angeles, was once a unit of transportation system in the early days of the pueblo.

Sunday, October 2, 1949



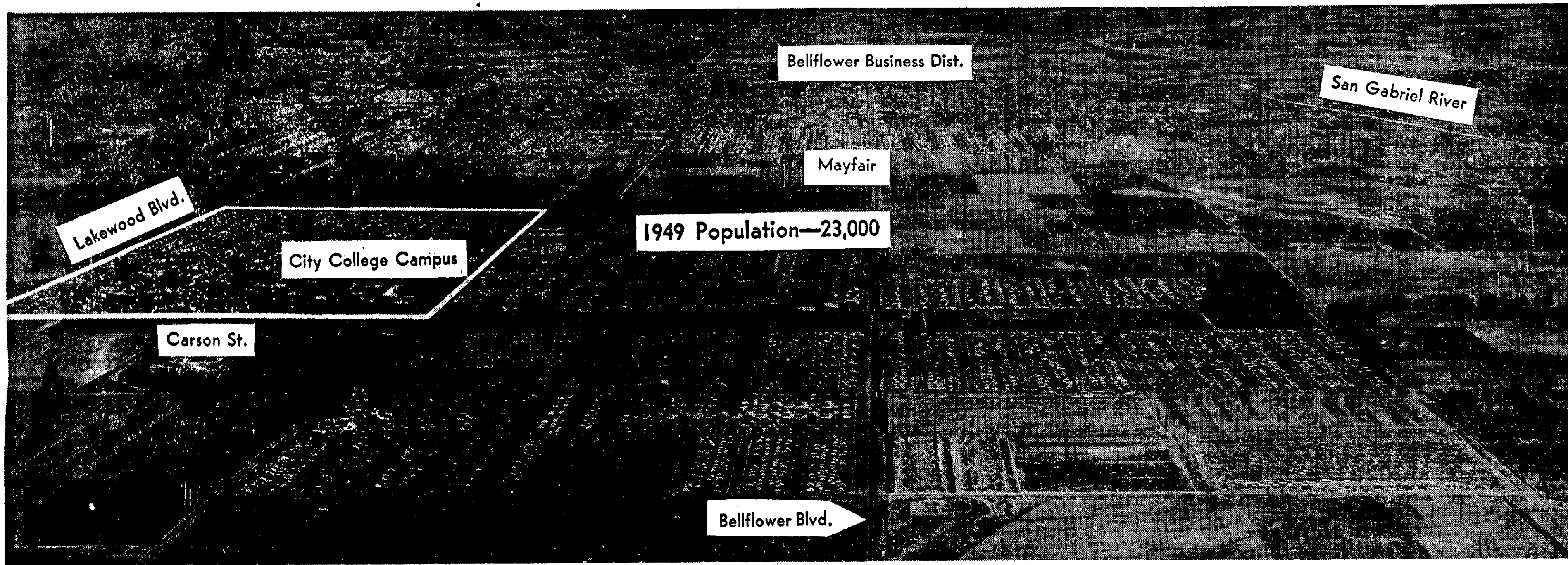


Ten years ago, the Lakewood area looked as shown in the aerial photograph above. The picture was taken in 1939 by Watson Air Photos and the view is northeast across the intersection of

Lakewood Blvd. and Carson St. Cerritos Diagonal, now a thriving business center, is seen in the foreground. City College is at right. Dwelling units are scattered about, few and distant.

# LAKEWOOD

## 10 Years Ago and Today



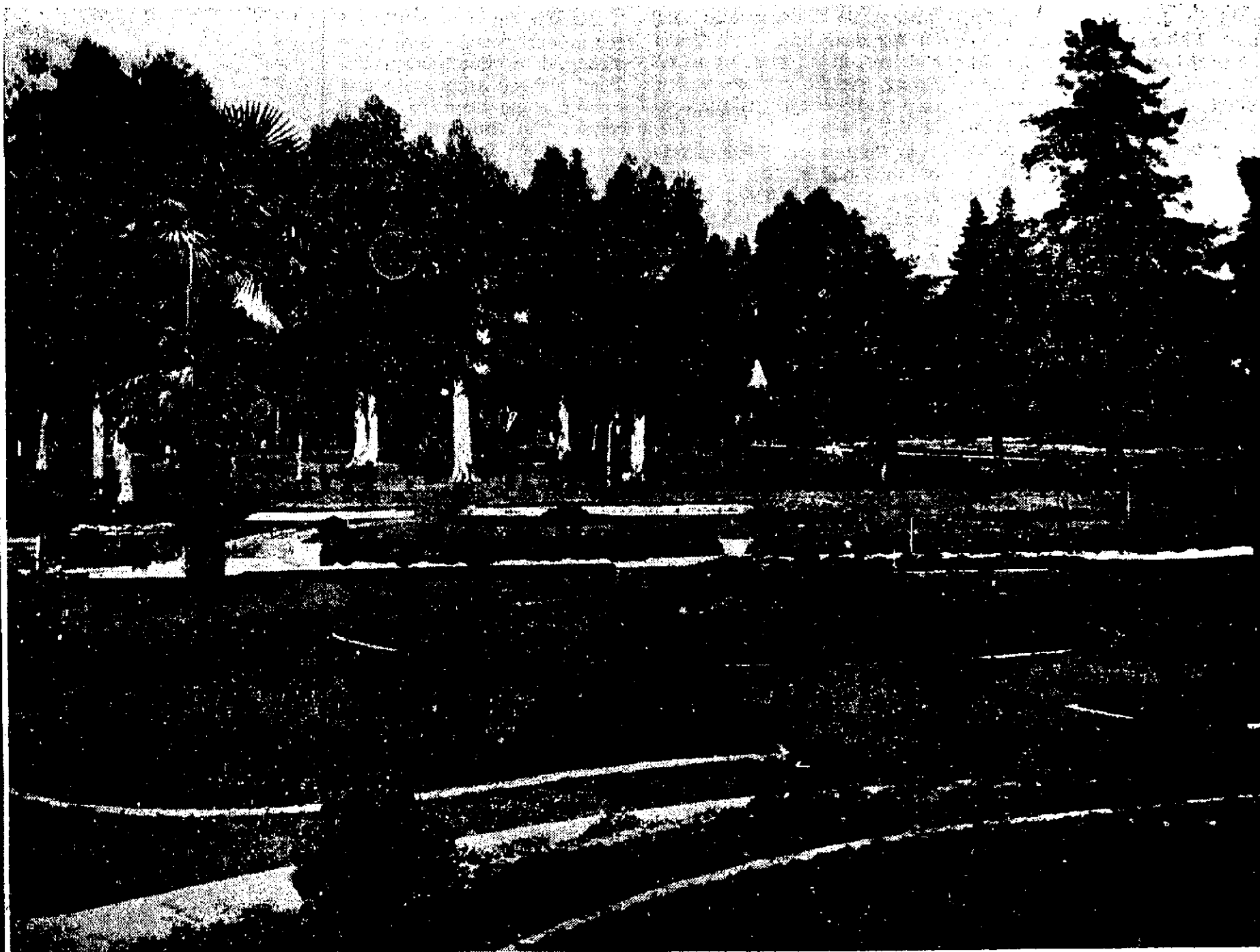
Lakewood today is shown in Spence Air Photo above. View is north along Bellflower Blvd., which is shown in the center. The portion of this photograph outlined in white is the area of top

photo. Foreground is Lakewood College development of Walker & Lee, Inc. More than 2500 homes have been built and business triangle at Carson and Bellflower Blvd. has developed.

## Topped, Trimmed, Beautified



Cut back severely some months ago, trees in Recreation Park looked shorn and forlorn (above) and were the subjects of complaints by Long Beach residents that trees would die of pruning.



Time has proven that the eucalyptus trees can "take it" and that the city park department tree surgeons were right. Recent photograph above shows that new foliage has restored the beauty.

—Press-Telegram Photos.



# Ruffled Charmers



Young feminine hearts will flutter with pleasure over the be-ruffled charmers from the shops of California designers. Above is a Mary Hampson Original with ruffles at simulated deep yoke, the hemline and at short puffed sleeves.



Plaid gingham and solid broadcloth are combined to advantage by Monterey Modes to make colorful one-piece dresses with the pinafore look, so popular.

## About Modern

PEOPLE who don't like modern furniture are dead set on three points, that: 1. Modern furniture is all alike; 2. Modern furniture is ugly; 3. Modern furniture can't go into a home that is furnished in any other style without looking like Buck Rogers at a bankers' convention. The kind of contemporary furniture that disproves these points is now more in evidence than the kind that proves it.

Examples may be found in a grouping designed by Tommi Parzinger: The graceful drop-leaf table which serves as dining table or console and its simple and comfortable matching chairs. These pieces do not hark back to any previous style but they completely lack the boxiness that gave early modern its reputation for monotony and ugliness. They have a fresh new style of their own which is without strangeness or extremes, and the good looks and fine craftsmanship that harmonizes with designs of any age.

## Novices in Design

By Caroline Coleman

MANY of the new fabrics designed for home furnishings are the product of persons who never designed fabrics before. They are the result of one of the most fascinating home furnishings design projects ever dreamed up. The idea behind the plan was simple but anything but usual. Six topflight, famous persons were chosen to design the fabrics, of which 35 were selected. The designers were

chosen because they hadn't designed fabrics before, but had contributed widely to today's best in architecture, interior and industrial design and the fine arts. The six are: Salvador Dali, painter of limp watches, distinguished for his great skill in drawing and color; Ray Eames, the one woman and a noted sculptor; George Nelson, architect, designer, critic; Bernard Rudofsky, editor, writer, designer; Abel Sorensen, head of interior design for United Nations, chosen because he sees good design as something for the world and not for the few; Edward J. Wormley, trendmaker in furniture design.

No rules were laid down and none of the six knew what another was doing. But highly individual as the designers are, the remarkable fact is that the whole group of fabrics has great unity and all patterns have decidedly wide, rather than limited use. All the designers have used

some abstractions and the great majority have worked out textured effects. Most patterns are quiet and rather small in scale. Distinctive as each design is, they are all clearly intended to be lived with, comfortably and graciously.

Called the Stimulus Collection, these new fabrics, now readying for fall, are printed in the designer's own colors and are made for both drapery and upholstery use.

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A hit on a miss is Betty Agin style for the younger set. It's made of cotton broadcloth of a dark and durable navy. Tiny, high sweetheart neckline is new.

IT'S AN  
ANTIQUE

By Mary Lou Zehms

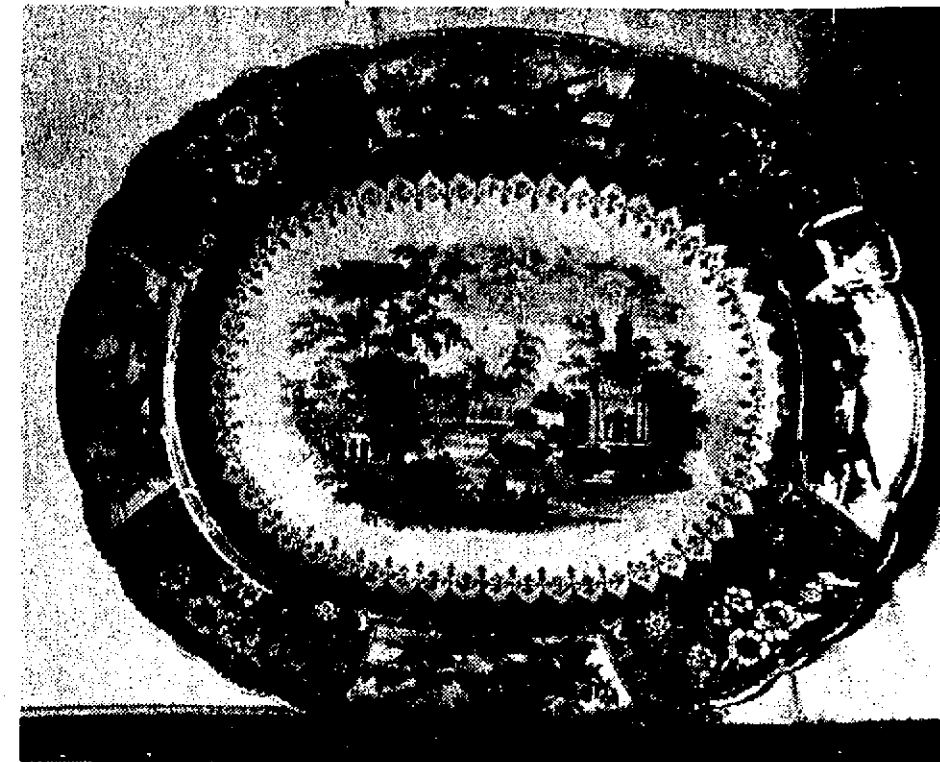
ANTHONY CANOVA was one of the more famous sculptors during the late 1700s and his death in 1822 caused a furore in art circles. His native village of Passagno, Italy claimed his body to be buried within the walls of an exquisite church which he had designed; Venice claimed his heart which was sealed within an urn and placed there, in the church at Frari.

The English potteries at Staffordshire immortalized Canova by naming one of their most attractive patterns for him. Staffordshire, with the passing of years, has come to mean the best in English ware. Although the Canova pattern is not one of the oldest of the potteries, it is one of the most admired and sought-after by collectors of antiques.

This particular pattern commemorating the death of Anthony Canova is believed to have originated with the famous firm of Ridgway of Hanley, England, soon after 1822. Illustrated here is one of the Pale Blue designs in the large platter found in a Long Beach antique shop.

It is the picture of the urn in which Canova's heart rests which appears in the fore-

# Canova Platter



Early Staffordshire Canova pattern platter symbolizes the Viennese sculptor-artist, William Canova.

ground of the pattern named for him. The background no doubt represents a scene in Venice, although it differs with the various pieces of pottery.

Those pieces stamped (usually under the glaze) with the potter's mark fall into two groups. The one shows the urn with the word "Canova" in the supporting base (as the platter shown here), accompanied by the maker's name which in this case was "William." The other group shows a prancing lion mounted above a shield-like

panel enclosing the word "Canova" with the name of T. Mayer beneath.

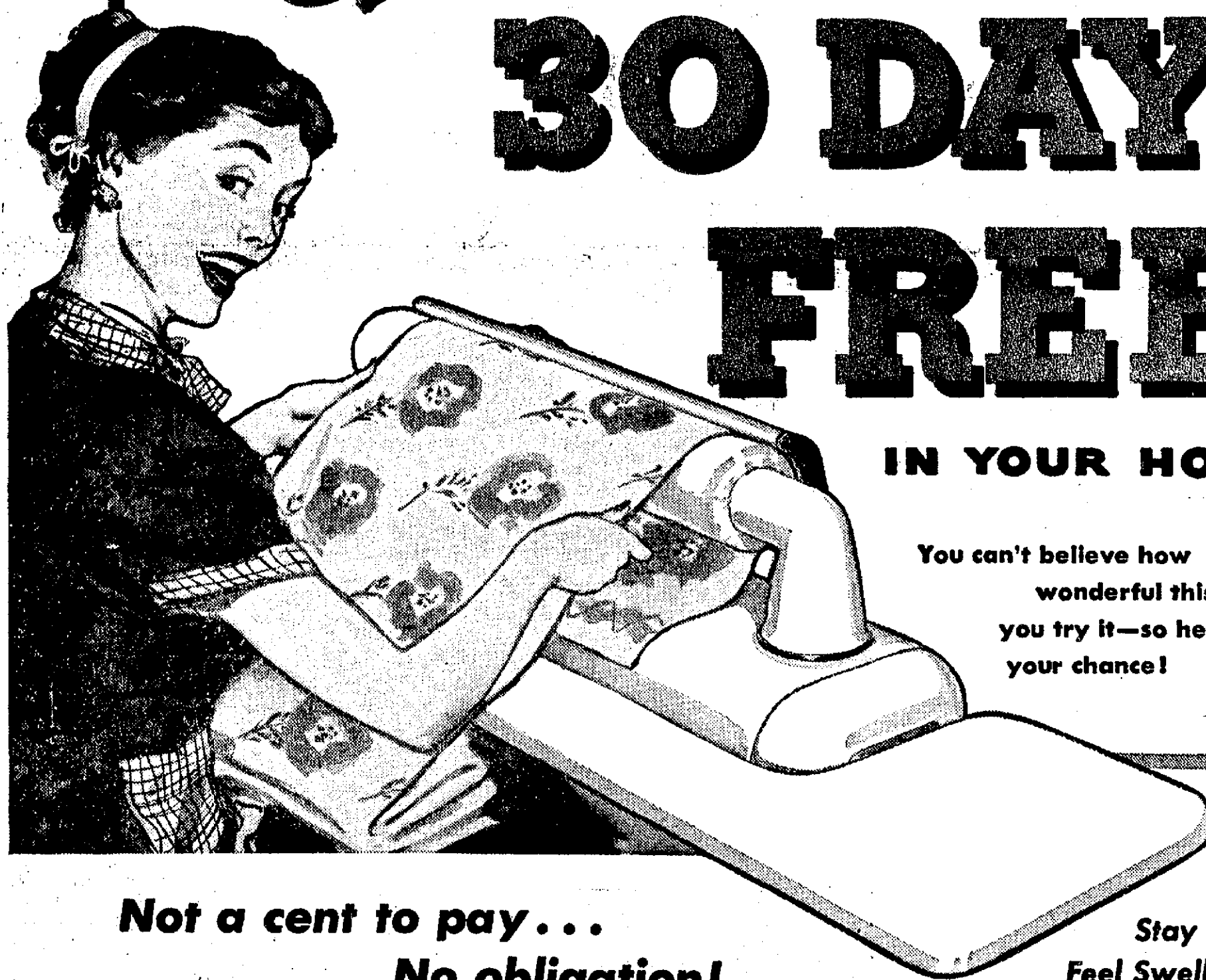
A little more than a century ago an enterprising firm of potters, the American Pottery Co., of Jersey City, N. J., imported Staffordshire potters from England. In 1840, the Canova pattern was put on the market here, impressed with the Jersey City mark. Now, 109 years later, these products bring a larger price from collectors than the English originals.

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"This weather is really duck soup, kids."



# A Garage Is Transformed

By Althea Flint

WHEN the real estate agent showed T. W. Gaines the one-car garage at 5618 Lewis Ave., which had been haphazardly remodeled into a house, Gaines would not even consider buying it but when his wife saw it she pictured it after she and her husband had replaced the cardboard-lined walls with wallboard and made a number of other much needed improvements. So they moved in and began making it the charming little house it is now.

White asbestos shingles and green trim on windows and doors transformed the outside. By extending and improving the rickety porch Gaines changed the exterior appearance considerably. After knee-high weeds in the long front yard had been taken out grass was planted and here, on warm days, is an ideal place to relax in the shade of a palm tree.

In the living room, wallboard was used to replace the cardboard which had been crudely tacked to the inside walls. Painted blue, the walls are in harmony with the rose rug designed in a leaf pattern. Concrete floors were covered with a linoleum patterned to resemble wood grain.

Originally a pair of wall beds were built at either end of the room. Mrs. Gaines had these taken out and designed a desk for the one at the living room end and a dish cabinet, serving counter for the dining portion.

Made of plywood and finished to bring out the natural grain of the wood, they are attractive and practical additions.

Two drawers and shelves below the desk top are placed to leave space for the bench, made to match the desk. Since this handy desk is built flush with the wall it does not take up needed space in this minimum-sized room.

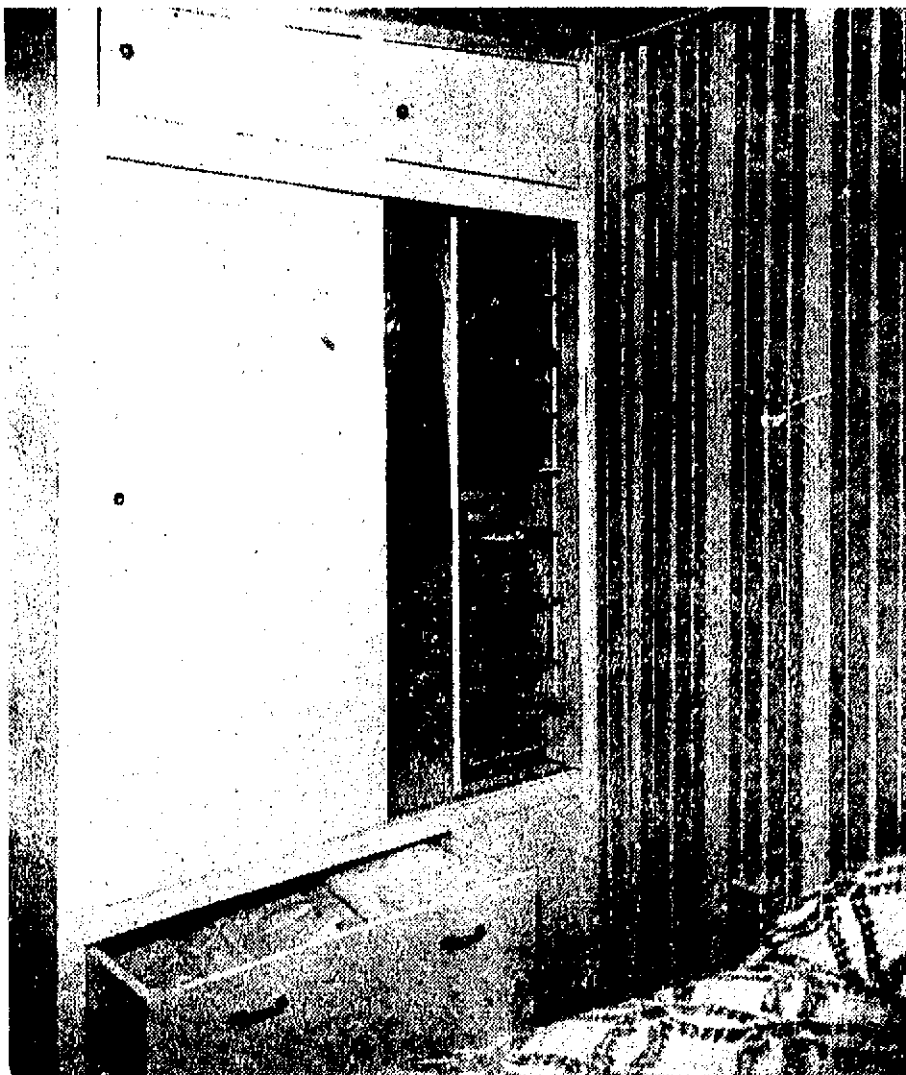
A sideboard and dish cabinet aren't necessary because the built-in includes a shelf built between the dish cabinet above and drawers below, useful to serve from as well as to store dining things in. A light wood dining table and chairs are placed here.

White ruffled curtains trim the windows. Above a blue couch is hung a mirror which gives the illusion of a wider room.

The living room and one of the bedrooms were originally a single garage, the kitchen, bath and another bedroom were added to one side. The Gaines doubled the size of the built-on portion, making the kitchen a more comfortable size.

THE SINK and work counter extend the length of one wall with cabinets above and drawers and cupboards below. All this extra storage adds much space so that the kitchen seems sufficiently large. Mrs. Gaines made a convenient spice cabinet of the bathroom medicine cabinet which she replaced with one she made herself.

Linoleum was used on the work counter to match that on the floor. The Gaines made



Shelves for storing hats and purses were built into one side of this wardrobe installed in front bedroom.



Former owners had installed a pull-down bed where this practical, interesting dish cabinet is now built in.

When the Gaineses first saw their future home it was only a one-car garage. But Mrs. Gaines saw possibilities in the tiny building and she and her husband bought it. Now it is a cute and livable house.

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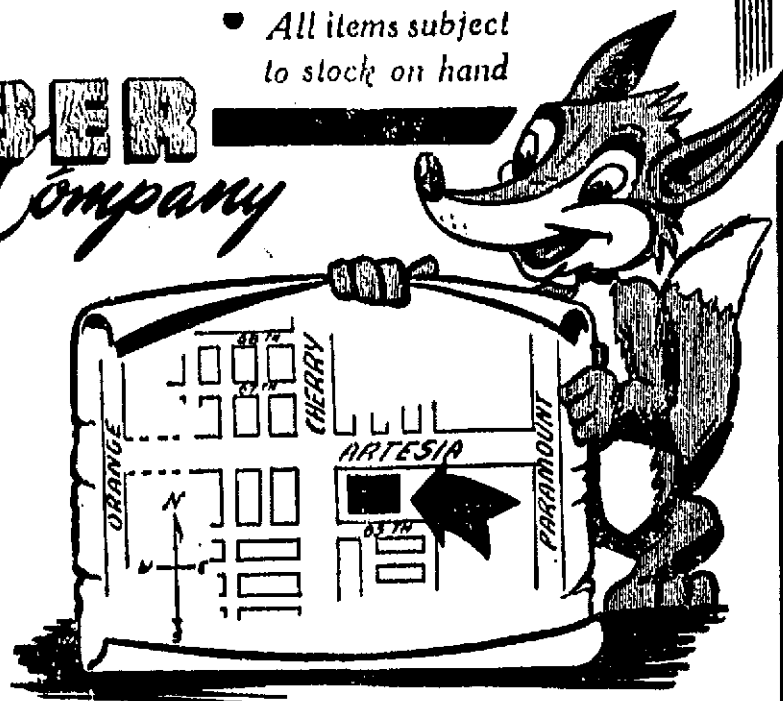
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## Artist in TWO FIELDS

By Lucretia Roper

IMAGINATION mixed with ingenuity and an artistic sense has given musician Gene James an unusual hobby. It all started when his wife, Von, began painting Royal Doulton figurines. Being a musician of note he decided to try a hand at painting, but thought the graceful figurines a bit "too feminine." After scouting around the various hobby shops he decided on Chinese "antiques."

The Ming trees, symbolic of China, covered with a gray-green moss, technically known as aerogonium kennedi, constitute the first step in making miniature Ming gardens. They are made to imitate dwarfed cedars, which are never more than three feet high when full grown.

Landscaping the gardens is a matter of the creator's imagination and artistic sense. James either sketches his designs first or visualizes them as he goes along.

The first step is fastening the gray-green moss to the tree with wire and cement. Most of the tree trunks he uses are from eucalyptus roots which he found on a recent trip to Fontana. It's up to the individual whether the finished object will look like the "spreading chestnut tree," the desert yucca or a weeping willow. The root is painted black, then covered with a plastic glaze.

Rocks and sand from the their own cabinet frames and had doors and drawers made to fit. In the bathroom they used old drawers to make a dressing table.

Wardrobes in the master bedroom have shelves built into one side of them for hats, purses and boxes. A drawer below is deep enough for storing most of the sheets and pillowcases.

beach play an important role. They are watercolored and placed around the base of the tree after it has been set in plaster in a shallow pottery or silver tray. The sand is used to fill in the earth with space left for a tiny lake or stream. Sometimes colored water is used but more often James fills it with clear liquid plastic (used for lace set on figurines.)

Miniature pagodas, animals and Chinese figures are imported, some of them already painted while others are in white plaster which James paints with watercolors and covers with glaze.

As an added attraction and one of detail, he molds tiny fish out of plaster and sets them in the lake.

Among the many Chinese articles made by James are ash

### Half a Shelf

DON'T BE SO sure that you haven't enough cupboard space—maybe it isn't space you lack so much as ideas for using cupboard space you already have.

Check up on what each cupboard shelf is doing and you'll find that many of them aren't half trying. They're loaded to bursting below but the top half of the space between one shelf and the next yawns empty. How about half shelves for the answer to making smart use of those wasted square inches? Make them little second shelves between shelves to take care of dozens of little glasses and cups without building a wing onto the cupboard.

Design and build the shelves according to the glass and china you have, all across the cupboard width or at the sides only to allow room for taller items in the center. They'll store more items than you think and cut down the breakage risk from stacking and crowding.

—ELIZABETH HILLYER.



Gene James has turned his talented fingers, trained for the piano, to an artistic hobby in another field.

trays, cigaret boxes, incense burners, lamp bases and mantel pieces. The same process is used in finishing all of them. The technique is so simple that James insists no one can be a complete failure.

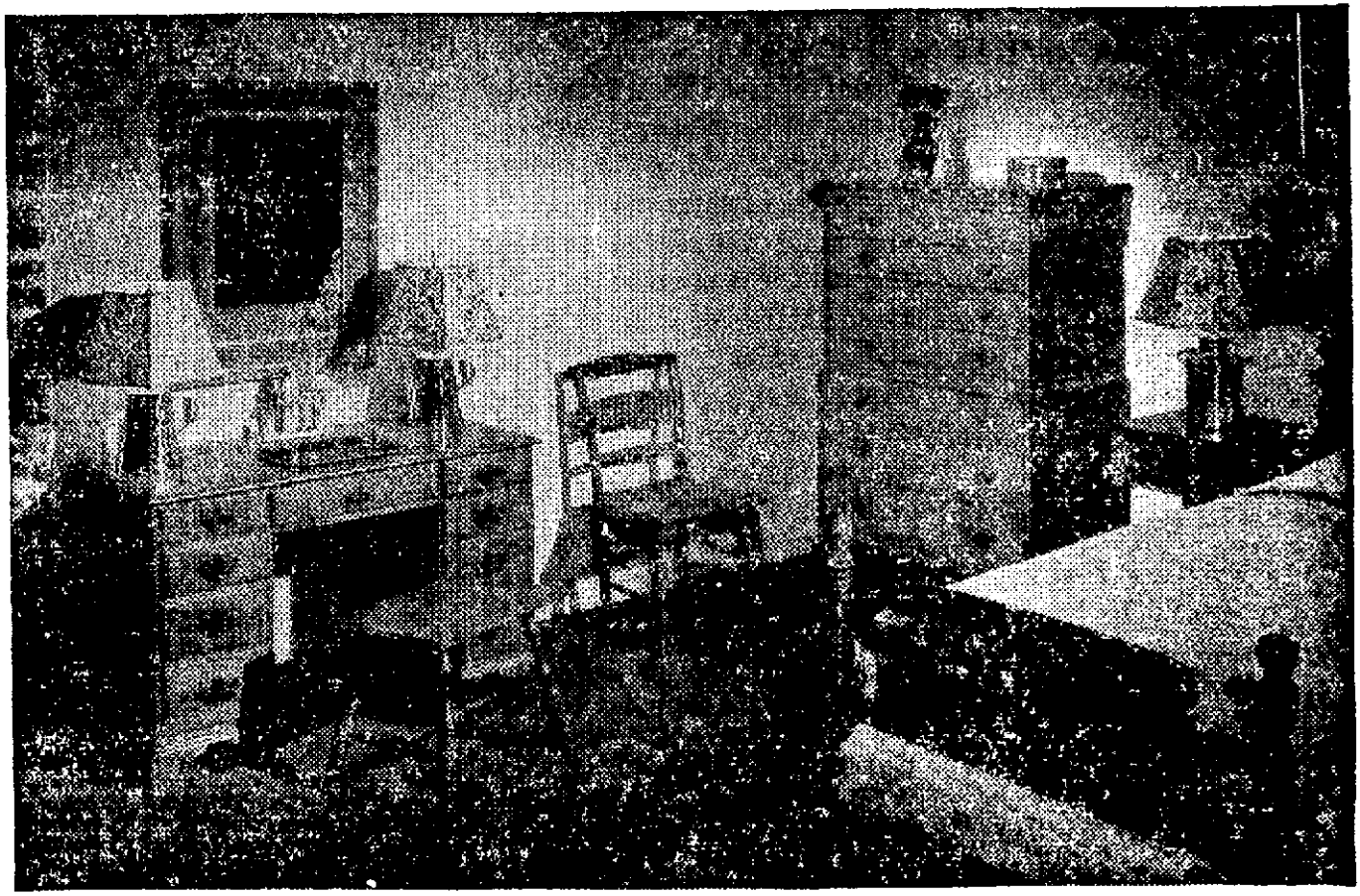
It is not unusual for an artist in one endeavor to be equally adept at another. So it is not surprising to learn that James' agile piano fingers are creating beautiful sights as well as sounds.



One of James' miniature Ming gardens is shown above. The tiny figures come from China. James made the tree.



A second pull-down bed, no longer needed, was replaced by recessed desk designed by Mrs. Gaines.



The sturdy New England heritage is evident in this group faithfully reproduced in Solid Rock Maple by Conant Ball . . . available in complete bedroom, dining room and living room ensembles . . . see it at Davis Furniture Co., 1975 American Avenue.





The gold-dust tree (left), which is really a shrub, and the leopard plant (right) solve the problem of planting in a shady nook. Both like soil rich in humus, peat moss and leaf mold, plenty of water and good drainage.

## Gold Dust Twins of the Shade

**H**OW MANY times have you looked at a shady nook of the garden and wondered what plants you could get to grow there permanently? Plants that would afford green foliage the year around and could take the summer and winter in stride?

You can solve that problem by trying the gold-dust tree and the leopard plant, which we prefer to call the gold-dust twins of the shade.

Both shrubs are ideally suited for shade and can take the coldest weather that Long Beach offers. While the leaves are differently shaped, both shrubs produce large foliage of a dark, forest-green shade, variegated with white and yellow dots and splashes. They make excellent companions in a shaded bed, and both can take a certain amount of sunshine.

Better yet, the shrubs can stand smoky atmosphere, which is one way of saying these plants would thrive well in Los Angeles and its environs. The leopard plant blooms in the spring, throwing a stem from three to five feet with bright yellow flowers. Blooms of gold-dust tree are not so noticeable. If pollinated, the gold-dust tree produces red berries.

By Donnell Culpepper

The gold-dust tree is the common name of *Aucuba japonica* (variegata), a small evergreen shrub producing large ornamental leaves and it is extremely tolerant of shade. The gold-dust tree should not be confused with gold-dust plant, the common name of *Alyssum saxatile*, a spring-blooming perennial with small yellow flowers. The leopard plant's technical name is *aureo-maculata*, var. of *Ligularia kaemferi*.

Both plants may be used in beds or can be planted in large pots and tubs for various spots in the outdoor patio. They are

excellent for low boxes under windows and beside entrances, producing a constant array of variegated green foliage.

The gold-dust tree is being used extensively for decorations in the modern store buildings.

The gold-dust tree and leopard plant are more resistant to various insects than most shade-loving plants, caterpillars being their worst enemies. We watched swarms of aphids chew on fuchsias last spring in the same bed, but the gold-dust twins remained untouched.

Like most shade lovers, these two plants like soil rich in humus, peat moss and leaf mold, plenty of water, but good drainage.

## Autumn Flowering Crocus

By Bob Gilmore

**O**NE OF THE fastest growing ornamentals in the plant kingdom is the autumn-flowering crocus. Many professional gardeners will tell you that the bulbs seem to flower even before you get them home from the store where you bought them. And bulb dealers often complain that the autumn-flowering crocus will bloom while the bulbs are still on their shelves. The point is that it is almost impossible not to be successful in growing this kind of plant life.

The crocus can be grown in the ground, in a pot or.... this is a fact.... you can throw the bulbs on a shelf and the flowers will appear just the same. One thing to keep in mind is that supplies of autumn-flowering crocus never seem sufficient; so if you want a new adventure in gardening better obtain your planting stock at once.

All ornamentals have certain peculiarities but the crocus seems to have more than its share. One of the most interesting features of this plant is that the flowers usually appear before the leaves; this is the reverse of normal plant development. So if the plants should bloom without any leaves don't get excited. This is just normal routine for an autumn flowering crocus.

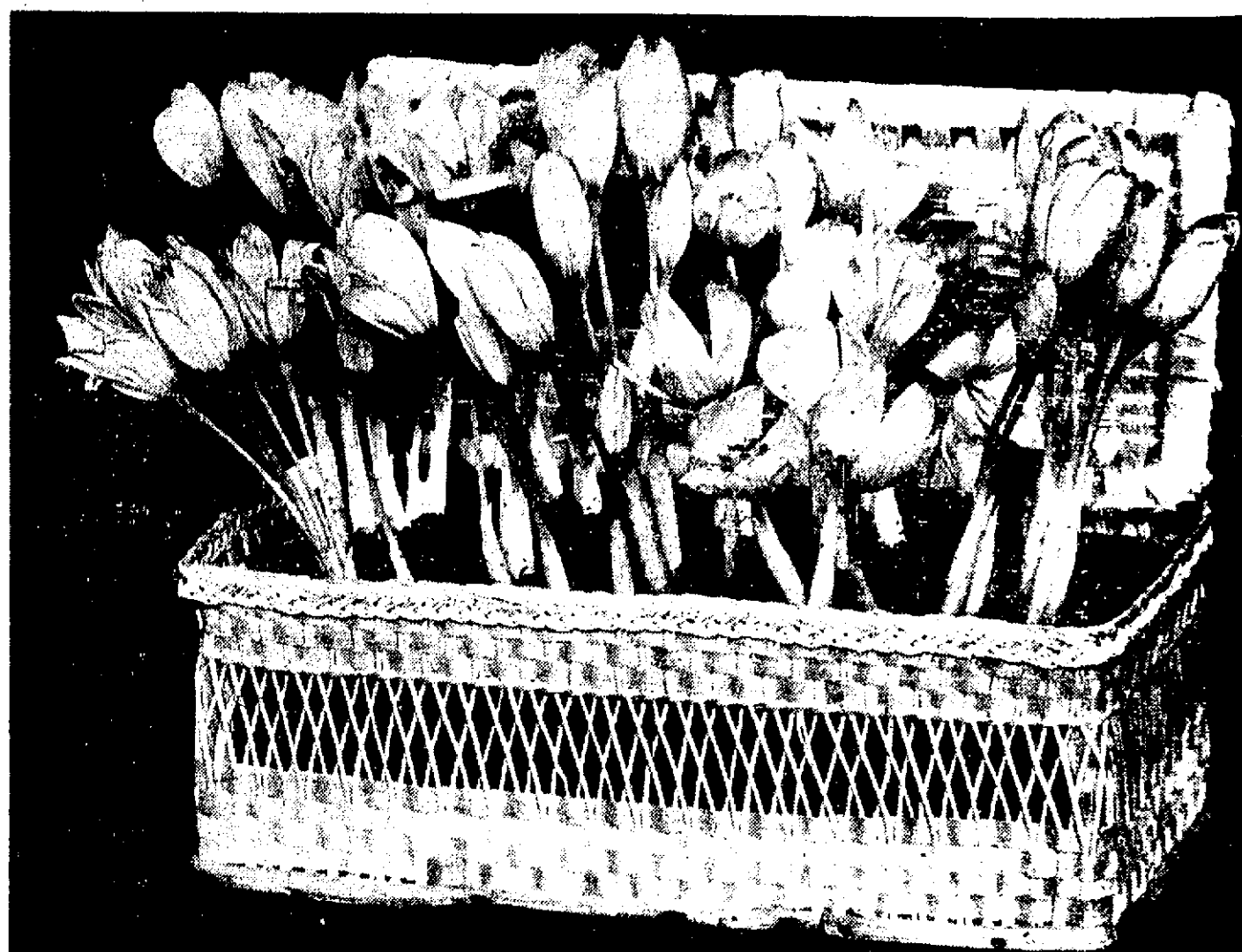
The second interesting feature about this plant is that prize-winning blooms result only if the bulbs are planted. The plant grows so rapidly that if you don't hurry the planting the flowers may appear prematurely. If they do they will probably be very inferior.

**T**HE final point that makes the crocus distinctive is that the flowers appear almost at ground level. As you look at them in bloom they seem to be almost entirely stemless.

The autumn-flowering crocus has caused the gardening public a great deal of confusion because two separate varieties are called by that name. They are, of course, botanically different but to the amateur grower they look very much alike.

The true autumn-flowering crocus is a crocus and belongs to the iris family. The other plant often called an autumn-flowering crocus is actually a colchicum and belongs to the lily family. The growing habits and appearance of both types are comparable.

You should also keep in mind the spring-flowering crocus which usually heralds the opening of the spring season. This ornamental is one of the first bulbs to break into bloom after



The autumn-flowering crocus is an amazing plant that flowers almost overnight. It grows close to the ground, seemingly without a stem, and is easy to grow.

the first of the year. This crocus is available in tones of blue, white, yellow and a striped variety that combines white with purple. The autumn-flowering crocus is available in a pink shade only.

**T**HE spring-flowering crocus should be planted three inches apart and three inches deep. In the Long Beach area they thrive when set out in full sun. But they will tolerate partial shade. They perform elegantly when planted in drifts of say 15 to 20 bulbs. Separate colors should be planted by themselves for the most brilliant effects.

Crocuses like a soil that is slightly on the acid side and has adequate drainage. Adding sulphur or peat to the soil will increase its acidity. To prevent any danger of the bulbs rotting, sand may be added to the soil in the root area. Commercial plant food added in light but frequent applications during the growing season will prove beneficial.

Digging the bulbs every year is not required. They should be taken up only when the clumps become thick or over-crowded. The new corms can then be replanted at the original planting depth of three inches.

## Take a Look at Your Lawn

By J. J. Littlefield



Now's the right time to renovate your old lawn or to prepare the new. As long as you are going to spend valuable time on your lawn and money for grass seed and steer manure, you might as well do it right.

First... get the best grade grass seed possible. Instead of sowing rye grass for temporary winter green lawn, why not sow a mixture of good grass seed blends, or blue grass and a small percentage of clover? Then you'll have a green lawn throughout next summer.

Second... cover newly sown lawn with mulch. Use five sacks RED STAR steer manure per one thousand square foot area of lawn. This manure is cured, and week-free-treated, safe for any lawn.

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## Don't Overlook the Rose

By Walter Finch

**A**LL TOO often, gardeners are prone to overlook the general usefulness of the versatile rose, which can transform even the most unpretentious plot into the showpiece of the neighborhood. No property is too small to include formal or informal groupings of these magnificent plants provided the gardener has planned in advance to gain the full advantage of the roses' characteristics.

In the days just ahead, when planning is being done for the 1950 planting season, home gardeners should include roses in their schemes for garden decoration and flower enjoyment. Consideration also should be given to planting now where established stock is desired for next year.

Hybrid tea roses show off to best advantage in formal beds or informal groupings, strategically placed where their brilliant color and fragrance may be enjoyed throughout the summer and fall. Beds must be large enough to allow ample room for full growth of the plants and for ease in care and cultivation. The spacing of plants will be largely determined by climatic conditions in various parts of the country. Located in prominent spots in the garden or near windows where they may be seen from

the house, they are a source of never-ending beauty and enjoyment.

Even as the artist arranges his colors on the palette, so can the gardener plan the arrangement of his roses in each bed. By setting the deeper and more intense reds in the rear of the bed and working forward through the yellows, pinks and whites, he can achieve that look of endless diversity without undue emphasis on any particular color or variety. A combination of unique beauty can be achieved through the use of the hybrid teas selected for All-America honors for 1949 and 1950.

**T**O COMPLETE the All-America hybrid tea display with lighter hues, some of the earlier winners may be employed.

Many gardeners prefer to start their planning with a semiformal arrangement which, while it requires a basic plan, allows for future expansion through the addition of a few plants each season. These less rigid layouts can achieve spectacular results when cast against a background that will bring out the color and exquisite form of the flowers to the

greatest extent. A rustic fence, a hedge or the deep green of evergreen masses make ideal settings for the varied hues of a rose planting.

No plan for the rose garden should overlook the beauty and versatility of the floribunda class whose growing popularity in recent years is eloquent testimony to its many uses. Floribundas produce somewhat smaller flowers than the hybrid teas, but their blooms appear in thick clusters that often give the appearance of bouquets. Their prolific flowering habit and hardiness make them perfect for foundation plantings, border edgings and the creation of compact color masses to accent special features of the garden.

**O**NE unique feature of the floribunda is its usefulness as a low hedge where its fullness and color stand out to excellent advantage.

To take advantage of their prolific flowering habits, floribundas should be planted in groups of three to five or more plants.

Many other rose varieties are available to the gardener to answer almost any problem pre-

sented by a particular location. Climbing roses have furnished the answer to many a blank garage wall or unsightly tool shed. Trained over pillars or posts, they add variation to flat stretches of terrain and their cascade of color pouring over an arbor or trellis is one of summertime's most delightful sights.

The unusual tree rose lends a stately aura to even a small garden and the miniature roses, delicate and perfectly formed, bring special charm to the rock garden or prominent terrain feature. Shrub roses are useful landscape aids in filling in bare patches while the old-fashioned type, are still popular with many for their delightful fragrance.

## Tips on Gardening

**T**IPS for the week... Alyssum, pansies and violas will prove an admirable ground-cover for your bulb beds. Continue fairly heavy waterings of all evergreen plants. Azaleas and camellias especially should not thirst for moisture at this time. You can still make cuttings of your favorite begonias. Tubers should be lifted only after the stems

have turned yellow and when they can be snaked out of the ground easily. Dahlias and mums that are still growing actively should receive liberal quantities of water. All of the bulbs now on display at garden supply stores can be planted unless the weather is extremely warm. Tulips and hyacinths, however, are best planted toward the end of October.

## Whisk Away the Aphids

By Rose Irene Saris

**I**T'S OFTEN discouraging to try to use the garden sprayer—you pump and pump it back and forth, still it sticks, not a bit of fluid comes out—even

when it works it's hard to get the spray underneath the leaves without blowing it into your own face. All the time the aphids are

sucking the life out of the bushes. The buds and stems are covered with aphids.

Then came inspiration—memory of grandmother dampening clothes with a whisk broom and water. So, why not use a whisk broom as a substitute for the sprayer? Here's how:

Put any favored brand of spray into a bucket, mixing according to directions. Pour a portion of the mixed spray in a two-quart sauce pan. Dip the whisk broom into the fluid in the saucepan, shake off extra liquid from the whisk broom. With a quick movement dash it on the rose bushes or other bushes that are covered with aphids.

Lift up the leaves and with an outward and upward movement gently sweep the aphids from under the leaves—there'll be enough of the poison left on the broom to kill them.

This will thoroughly cover all parts of the bushes with the liquid—easier than the sprayer method. Just whisk away the aphids.



Whisking spray mixture on aphid-infected shrubs and plants with a whisk broom is pest control variation.

Sunday, October 2, 1949

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**Tree Roses** 1.95..

**Pyracantha** .... 69¢

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# Snacks and Lunches

FROM Adam to the atom era, apples have played a major role in the life of mankind and today—in raw form, baked, applesauce, scraped or any other way they can be prepared—apples are a top item in the diet of humans. They are especially good for growing youngsters and they are marvelously good for after-

By Mildred K. Flanary

school snacktime. Here are some suggestions for the preparation of apples—recipes which adults and the younger generation alike will find good eating:

**Applesauce**  
2 pounds cooking apples



Fruit and cereal combinations make good after-school snacks. A few such double dishes are pictured above.

2 cups boiling water  
½ cup sugar  
Wash, quarter apples. Remove stems and blossom ends only. Do not core or peel. Cook in boiling water, covered, until apples are soft. Mash through food mill. Add sugar. Season with nutmeg, cinnamon, or lemon juice. Makes 4 cups.

**Refrigerator Cookies**  
1½ cups shortening  
2 cups sugar  
4½ to 5 cups sifted flour  
1 teaspoon soda  
½ teaspoon salt  
1 teaspoon cinnamon  
½ teaspoon cloves  
1 cup thick unsweetened applesauce  
1 cup chopped nuts  
Cream together shortening and sugar. Add egg. Sift together flour, soda, salt, cinnamon and cloves. Fold gradually into creamed mixture alternately with applesauce. Add nuts. Mix into stiff dough. Form into 2 rolls. Wrap in waxed paper and store in refrigerator. Slice thin. Bake on greased cookie sheet in moderate oven (375°F.) 15 to 20 minutes. Yields 14 dozen cookies.

**Apple Cracker Sherbet**  
Mix 2 cups applesauce made

# FOR SCHOOL DAYS

with food mill with 1 cup crushed graham crackers. Pile lightly in sherbet glasses and top with whipped cream or candied ginger.

**Frosted Applesauce**  
Dissolve one package lemon gelatin in 1½ cups hot applesauce made with food mill. Add ¼ cup pineapple or orange juice, ¼ cup sugar, 1 tablespoon lemon juice, 1 teaspoon salt, 1 teaspoon cinnamon and nutmeg. Freeze, beat smooth. Fold in stiffly beaten egg white. Freeze until firm.

**Applesauce Ice Box Cake**  
Spread thick applesauce made with food mill between graham crackers, stacked 4 or 5 high. Frost entire outside with whipped cream, and chill for 15 to 20 minutes or longer.

**Applesauce Ice Cream**  
Mix 1 cup stiffly beaten cream, 3 cups sweetened applesauce made with food mill, ½ cup granulated sugar. Freeze in refrigerator tray until fairly stiff. Beat thoroughly and return to tray to finish freezing.

Luncheon at home is an important factor in food planning for school days. Children who come home from school for lunch need tasty, nutritious food that is easily and quickly prepared. Macaroni ham cas-

serole is suggested here to give variety to lunch planning.

**Macaroni Ham Casserole**  
1 tablespoon salt  
3 quarts boiling water  
8 ounces elbow macaroni  
2 cups milk  
½ pound processed cheese, cubed  
2 teaspoons prepared mustard  
1 cup cubed cooked ham  
2 cups chopped cooked spinach  
1 tomato, cut in wedges  
Add salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Combine milk, cheese, mustard and ham. Add to macaroni and mix lightly. Place spinach in bottom of greased shallow casserole. Pour macaroni mixture over spinach. Arrange tomato wedges in a ring on top of macaroni mixture, pressing them gently into macaroni. Dot with butter, if desired. Bake in moderately hot oven (375°F.) 20 to 30 minutes. Serve immediately. Makes 4 to 6 servings.

Another suggestion for after-school snacks includes cereals and fruit. Illustrated here are wheat flakes with stewed fresh plums, bran flakes with stewed prunes and sliced bananas,

grape nuts with strips of banana and corn flakes with fresh strawberries. Frozen berries will do as well. A well-filled cookie jar is the answer to many snack problems. Here are a few recipes for cookies.

**Brown Sugar Squares**  
2 eggs  
¼ cup all-bran  
½ teaspoon salt  
1 teaspoon vanilla  
½ cup shortening  
1 cup brown sugar  
½ cup sifted flour  
½ cup chopped nut meats  
Beat eggs until light. Add all-bran, salt and flavoring and let stand 10 minutes. Blend shortening and sugar thoroughly; stir in-soaked all-bran. Add flour and nutmeats, mix well. Spread in greased baking pan and bake in moderate oven (350°F.) about 30 minutes. Yield: 16 2-inch squares (8x8-inch pan).

**Drop Molasses Cookies**  
½ cup shortening  
½ cup sugar  
1 egg  
½ teaspoon soda  
½ cup molasses  
1 cup raisin bran flakes  
2 cups sifted flour  
1 tablespoon baking powder  
¼ teaspoon salt  
¼ teaspoon cloves  
1 teaspoon cinnamon  
1 teaspoon ginger  
¾ cup milk  
Blend shortening and sugar; add egg and beat well. Stir in soda, molasses, and raisin bran flakes. Add sifted dry ingredients alternately with milk; stir until combined. Drop by spoonfuls onto greased baking sheets. Bake in moderate oven (375°F.) about 15 minutes. Yield: 40 cookies (2½ inches in diameter). Note: Add more raisins

if desired.  
**Cinnamon Snaps**  
1 cup sugar  
1 cup shortening  
1 cup molasses  
2 teaspoons baking soda  
2 tablespoons lemon juice  
5 to 6 cups flour  
1 tablespoon cinnamon  
1 tablespoon grated lemon rind  
½ teaspoon salt  
Additional suggestions we think you'll like:  
**Fruited Tapioca Cream**  
1 package tapioca pudding mix  
2 cups milk  
½ teaspoon grated lemon rind  
1 cup canned fruit cocktail  
½ cup shredded coconut



Macaroni Ham Casserole served with crisp pickle slices, chilled fruit and milk makes a good school-day lunch.

Blend pudding mix and milk; cook and stir over moderate heat to boiling. Remove from heat and blend in rind. Stir once, about 15 minutes after removing from heat. When cool blend in thoroughly drained fruit cocktail. Chill. Serve topped with coconut.  
**Peanut Butter Spread**  
1 cup seedless raisins  
1 cup peanut butter  
mayonnaise or cream  
Pour boiling water over raisins, let stand 5 minutes, drain and chop or grind. Combine with peanut butter and blend with sufficient mayonnaise or cream to give spreading consistency. Makes approximately 1½ cups sandwich spread.

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gallon does average room—costs less than six dollars
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cuts redecoration time and costs

## For a Child's Bedroom

By Simone Ollila

FOR A child's bedroom, you want bedspread and window treatment simple, colorful, and easy to keep clean.

First consider the shades. If they are worn out and you'd like to renew them yourself, here is a way to do it. The average shade will take two yards of material. Select a green and white check cloth-coated plastic. The cost will be less than a dollar per shade. The material will last a long time. Remove the old shade and use it as a pattern, allowing for the hem at the bottom. Save the roller and stick which goes through the hem for your new shade. Cut the material the same size as the old shade. Make the hem on the sewing machine. Don't turn down the raw edge. Now staple the top of the new shade to the old roller and push the stick through at the bottom. If you don't have a stapler, tack the shade in place or use glue or gummed tape to hold secure. Miniature animal pull ends can be made from scraps of the same check. You need two sides for the animals. Sew and stuff slightly. Close the opening left for stuffing. From left-over pieces you may make dresser covers and the like, pinking the edges. A decal might add to the finish. Simple, attractive bedspreads and curtains can be



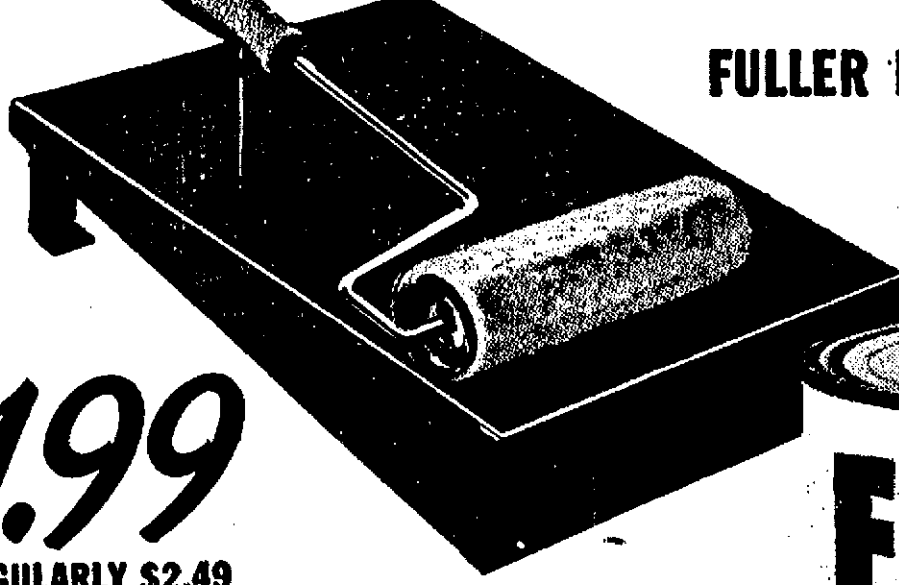
New, plastic shade and simple but attractively made curtains and bedspread are sure to please any child.

sewn from the most inexpensive unbleached muslin. These will be colorful with huge stenciled California poppies, using textile paints. The green in the leaves should match the shades as closely as possible. Applique will serve instead of the paint. The unbleached muslin set does not need to be ironed after laundering. But care should be exercised in handling and hanging on the line to avoid the deeper creases. It will have a sort of crinkly look which slightly resembles seersucker or plisse.

Due to the small expense involved and the ease in making, the child's set may be changed often, originating other colorful ideas of decoration with the unbleached muslin and colored plastic material.

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Display Them!

"Grandmother had an old glass just like that!"  
It's no wonder that old glass is so hard to resist, when it's beautiful and reminds you of another home you loved long ago. Perhaps you haven't thought of yourself as a collector but have enough old glass on your shelves to show off as a small collection right now. Bring the glass out and let everyone enjoy it, on a tier table near a window where the light brings out every glint. A tier table makes an excellent parade ground for even a few pieces. Every piece looks important on it even though all the levels of the table aren't used. The size and shape of the tiers makes the glass easy to arrange and it isn't lost and unlit as it might be on cupboard shelves.



# AUTOMOTIVE News

## Smaller Hudson, Nash May Be Produced for Lower-Income Buyers

By DAVID J. WILKIE  
Associated Press Automotive Editor

DETROIT, Oct. 1. (AP) New car buyers late this year and early in 1950 should have several more smaller makes to choose from.

By smaller makes is meant vehicles of slightly shorter wheelbase than most of the standard models now being built. They would not be midsize-sized units.

If trade circle gossip is any good, the new Hudson and Nash will be among the first to add the smaller models to their lines. Neither of these car manufacturers has officially confirmed reports they are about ready to put such vehicles on the assembly lines.

But the gossip has been persistent and has met no denial from the companies. Emphasizing that the cars will not be in the very small class is the expectation they will be powered with six-cylinder engines.

The objective, of course, is to produce economy models that can be marketed in the highly popular low-price field.

How much such new models may cut into the volume of Chevrolet, Ford and Plymouth is hard to estimate. So far in 1949 these three major producers have built nearly half of all the passenger cars assembled in the United States.

All have been preparing for stiffer competition among themselves as the auto industry's merchandizing program begins to return to something like normal.

There isn't much question that a "smaller Hudson" and a "smaller Nash" would find a substantial market. Both are honored names in the automotive industry. Less certain would be the outlook for a newcomer in the industry proposing to introduce a car in the price field below the present low-medium bracket.

There isn't any hint right now that Chevrolet, Ford or Plymouth have any plans for introducing substantially lighter weight units in the early future. Chevrolet and Ford had such plans a couple of years ago but abandoned them. They decided they couldn't get material enough for both the lighter units and the volume of standard size and weight models their markets demanded.

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MISS AMERICA AND NASH—Jacque Mercer, Miss America of 1950, started her tour of the country last Monday with a brief visit to Long Beach. On hand to welcome her was Bob Hiding (left), new car sales manager of Severin Motors, local Nash agency, Radio and television star Bill Gwinn (right) accompanied the Arizona beauty. Miss America will tour the nation in a new Nash, her official car for 1950.

## Congress Urged to Discontinue Motor Fuel Tax

NEW YORK, Oct. 2. Congress should not overlook the federal gasoline tax and automotive taxes when it seeks to revise the tax structure by eliminating "burdensome excise taxes," warns the Tax Economics Bulletin, published by the American Petroleum Industries committee of the American Petroleum Institute.

Tracing the history of the federal gasoline tax from the time it was first imposed in 1932 as a temporary, emergency measure to help balance the budget, the bulletin states that in recent years "concerted efforts have been made by certain groups and interests to relate the federal gasoline tax to a high level of federal highway aid."

"The objective of this type of activity, of course, is the permanent retention of the motor fuel levy in the federal tax structure," the publication said.

"Representatives of the highway users, however, point out that there is no logical basis for considering that a connection exists between the federal automotive excises and federal highway aid."

"In support of this position, attention is called to the fact that establishment of the federal-aid principle for highways in 1916 predated the initial imposition of the federal gasoline tax by 16 years. Moreover, the federal gasoline tax came more than 125 years after the federal government first assisted the states financially in 1806 for the purpose of building highways."

The article cited the constitutional responsibility of the national defense, for fostering interstate commerce and for promoting the general welfare as reasons why the cost of federal road grants should properly be charged to the taxpayer as a whole and not merely to the motor-vehicle owners.

PURPOSE DEFEATED  
It was also asserted that if federal automotive excises were to be made the basis for distributing highway grants, the whole purpose of federal aid would be defeated since the wealthier and more populous states would receive the lion's share.

"The idea behind federal aid has always been," it was said, "to provide more financial help proportionately to the sparsely settled states with large areas which otherwise would find it difficult or impossible to build adequate roads."

The bulletin listed the widespread opposition to federal taxation of gasoline, emanating from state governors, state legislatures and from national, state and regional highway user groups.

Shorter Cars Are Planned by Industry  
DETROIT, Oct. 1. Longer wheelbase but shorter overall length are among the objectives of the nation's auto designers.

Some of the forthcoming new models will emphasize these advances, says Auto News.

In many instances the shorter overall length is being achieved by bringing rear bumpers closer to the body and by merging the front bumpers with the grille. Of course, this means sturdier grilles.

The Fullerton Fall Festival, including a 49'er parade, is held Oct. 6.

The Farmers Fair and Festival is held Oct. 5-9 in seven buildings of Indian-style architecture at Hemet, in the Ramona country.

SAN DIEGO PAGEANT  
Palm Springs Desert Sunfun Hikes over pastel sands and to mountain canyons are conducted every Saturday.

Early art is displayed at the California Centennials of Art exhibition, held Sept. 30-Nov. 13 at the Los Angeles County Museum in Los Angeles.

The San Diego Historical Pageant and Fiesta today, dramatizes the area's discovery and early history.

Approximately, 2000 unusual dolls are displayed at the San Diego National Doll Show, Oct. 3-8.

The Ventura County Fair is held Oct. 5-9 in Seaside Park, Ventura.

CENTENNIAL DAYS  
Old-fashioned costumes are worn for the San Gabriel Parade of Barbershop Quartettes, Oct. 7-8. Visitors ride horseback, surveys, and tallyhoes over the desert for Palm Springs Breakfast Rides, conducted every Saturday.

Calif. roping, dog show and parade are events held at the Desert Hot Springs 40ers Centennial Celebration, Oct. 8-9.

The Kern County Fair and Livestock Show closes today in Bakersfield.

The San Diego Fall Chrysanthemum Festival is held Oct. 22-23 in Balboa Park.

Comic costumes and a mile-long parade open the Barstow Halloween Mardi Gras, Oct. 31.

The nautical community of Newport Harbor stages sailing races for nautical women Oct. 15-16, when the Ladies' Dinghy regatta is held.

Eighteen stake events are planned for the Western Harness Racing Association meet, Oct. 8-Nov. 26 at Hollywood Park.

Rodeo and pioneer parade are held during San Bernardino Covered Wagon Days and Century of Gold celebration, Oct. 13-16.

Entertainment is staged nightly during the Los Angeles Crenshaw Community Fair, Oct. 12-16.

Chrysanthemums are featured for the Santa Barbara Garden Tours, Oct. 21 and 28.

WESTERN WEEK  
Palm Springs goes western for its Western Week celebration, Oct. 27-30.

All girls wearing make-up face a "court" sentence during Twentynine Palms Pioneer Days celebration, Oct. 22-23.

Cypress White Gold Day—for milk—is celebrated Oct. 8 with barbecue parade and carnival.

The desert season officially opens with the Palm Springs Fall Barbecue, held on the green grass of O'Donnell Golf Course on Oct. 1.

The Los Angeles County Fair, which began Sept. 16, continues until Oct. 2, at Pomona.

All classes of dinghies compete for the Humphrey Bogart sailing trophy in races every Sunday in October at Newport Harbor.

Native costumes of Europe and the Far East are worn for the Delano Wine and Harvest Festival, Oct. 6-8.

The Fullerton Fall Festival, including a 49'er parade, is held Oct. 6.

## WHERE TO MOTOR

### Wide Variety of Fairs Staged All Over State

The All-Year Club lists nine fall fairs and festivals among events for October for motorists to visit, including an Apple Festival at the mountain town of Julian, with free apples to all comers and an old-fashioned apple-eating contest. The nation's ace hard-rock miners compete in the world's drilling championships at Mojave. Motorboats race 85 miles on the Colorado River. The world's "deepest" regatta is held on below sea level Salton Sea. There will be community-wide Halloween celebrations, with mile-long parades of goblins and witches, and the city of Anaheim doing business all in costume the entire day.

According to the community tourist advertising organization, mountaineer and western costumes will be worn at the Julian Apple Day Festival today.

Miners race to sink a two-inch hole in solid rock at the Mojave Gold Rush Days celebration, Oct. 14-16.

More than 100 speedboats race over an 85-mile course backed up by Parker Dam for the Needles Colorado River Marathon today.

The "deepest" speedboat race in the U. S., the Salton Sea Regatta, is held Oct. 15-18 in the 250-foot below sea level "ocean."

ANAHEIM FESTIVAL  
The Anaheim Halloween Festival, Oct. 31, begins with a costume breakfast, and everyone wears funny garb all day.

Adults and kids parade in outlandish costumes during the Whittier Halloween celebration, Oct. 31.

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Entertainment is staged nightly during the Los Angeles Crenshaw Community Fair, Oct. 12-16.

Chrysanthemums are featured for the Santa Barbara Garden Tours, Oct. 21 and 28.

WESTERN WEEK  
Palm Springs goes western for its Western Week celebration, Oct. 27-30.

All girls wearing make-up face a "court" sentence during Twentynine Palms Pioneer Days celebration, Oct. 22-23.

Cypress White Gold Day—for milk—is celebrated Oct. 8 with barbecue parade and carnival.

The desert season officially opens with the Palm Springs Fall Barbecue, held on the green grass of O'Donnell Golf Course on Oct. 1.

The Los Angeles County Fair, which began Sept. 16, continues until Oct. 2, at Pomona.

All classes of dinghies compete for the Humphrey Bogart sailing trophy in races every Sunday in October at Newport Harbor.

Native costumes of Europe and the Far East are worn for the Delano Wine and Harvest Festival, Oct. 6-8.

The Fullerton Fall Festival, including a 49'er parade, is held Oct. 6.

The Farmers Fair and Festival is held Oct. 5-9 in seven buildings of Indian-style architecture at Hemet, in the Ramona country.

SAN DIEGO PAGEANT  
Palm Springs Desert Sunfun Hikes over pastel sands and to mountain canyons are conducted every Saturday.

Early art is displayed at the California Centennials of Art exhibition, held Sept. 30-Nov. 13 at the Los Angeles County Museum in Los Angeles.

The San Diego Historical Pageant and Fiesta today, dramatizes the area's discovery and early history.

Approximately, 2000 unusual dolls are displayed at the San Diego National Doll Show, Oct. 3-8.

The Ventura County Fair is held Oct. 5-9 in Seaside Park, Ventura.

CENTENNIAL DAYS  
Old-fashioned costumes are worn for the San Gabriel Parade of Barbershop Quartettes, Oct. 7-8. Visitors ride horseback, surveys, and tallyhoes over the desert for Palm Springs Breakfast Rides, conducted every Saturday.

Calif. roping, dog show and parade are events held at the Desert Hot Springs 40ers Centennial Celebration, Oct. 8-9.

The Kern County Fair and Livestock Show closes today in Bakersfield.

The San Diego Fall Chrysanthemum Festival is held Oct. 22-23 in Balboa Park.

Comic costumes and a mile-long parade open the Barstow Halloween Mardi Gras, Oct. 31.

The nautical community of Newport Harbor stages sailing races for nautical women Oct. 15-16, when the Ladies' Dinghy regatta is held.

Eighteen stake events are planned for the Western Harness Racing Association meet, Oct. 8-Nov. 26 at Hollywood Park.

Rodeo and pioneer parade are held during San Bernardino Covered Wagon Days and Century of Gold celebration, Oct. 13-16.

Entertainment is staged nightly during the Los Angeles Crenshaw Community Fair, Oct. 12-16.

Chrysanthemums are featured for the Santa Barbara Garden Tours, Oct. 21 and 28.

## Long Beach Family Takes Delivery in Detroit, Gets "Free" Vacation on Side

By ROBERT DAILY

"How much would we save, and how would we arrange to pick up the car if we took delivery in Detroit?" I asked as we were about to close the deal for the new car here in Long Beach.

"You would save \$230 on the freight," was the salesman's prompt reply. "We will need at least three weeks' notice. You place the order for the car with us, and specify the day on which you wish to pick up the car in Detroit. We wire the factory and request that they schedule the car for delivery on that date. In about three days they confirm the order."

"But how about the license plates and insurance," I asked, "wouldn't we need a serial number?"

"About five days before delivery," he explained, "they wire us the motor number and serial number of your car. This permits you to obtain your license plates and insurance."

FLY BACK  
By the look of excitement on the faces of the wife and daughter I knew that I had started something.

I began to hedge. "But we only have a two weeks' vacation," I protested. "That wouldn't be time enough."

The salesman was ready with the answer. "Perhaps you're not familiar with the family rates on airlines on Mondays, Tuesdays and Wednesdays," he said. "The husband pays full fare. Other members of the family are required to pay only half fare."

Our daughter's eyes were growing wider.

"And of course you realize," the salesman continued, "that the day after you leave you can be on your way back to California in your new car."

He deducted \$230 from the cost of the car, and we signed the order for delivery in Detroit.

It was four weeks later that we boarded the plane. Eight and one-half hours after leaving the Los Angeles airport we arrived in Detroit.

QUICK SERVICE  
The next morning, with license plates and letter of identification in hand, we appeared at the reception desk of the factory's main office.

"Your car will be ready in just one hour," the factory representative advised us. "In the meantime may we invite you to join us on a conducted trip through the plant."

Upon our return to the main office, the factory representative conducted us to our car, gave us a few instructions regarding its care and operation, wished us a pleasant journey home, and we were on our way.

With 12 days of our vacation still ahead of us, we headed west toward California, by way of Colorado, Utah, and the Grand

## Daily Tours Held at Ford Plant

A total of 505 persons visited the Ford Motor Co.'s Long Beach Ford and Los Angeles Lincoln-Mercury assembly plants during the month of August, it was reported by Aubrey L. Edwards and E. J. Bond, plant managers.

At the Richmond plant, 494 visitors were registered during the month.

Two daily tours, except on Saturdays and Sundays are scheduled at the Long Beach plant.

Squeak in Car Proves to Be Cat

WILSON CREEK, Wash., Oct. 1. (AP) Three Wilson Creek women could not understand the strange squeak coming from the motor of their car as they were out driving. They finally stopped to investigate and, lifting the hood of the car, they found a cat clinging to the top of the storage battery, more dead than alive. They lifted the groggy feline to the ground.

## OUTSTANDING VALUES! See THE MARTIN-MEN for USED CARS TODAY!

'47 OLDSMOBILE Club Coupe, Hydra-Matic, Heater. A real buy.....	\$1465
'47 DODGE 2-Door Sedan, Fluid Drive, Clean throughout.....	\$1495
'48 CHEVROLET Convertible Coupe, Radio, Heater, New top.....	\$1645
THIS ONE WILL SELL FAST	

And Others-Many Makes & Models  
"C." Standlee Martin, Inc.  
EXCLUSIVE OLDS DEALER  
230 EAST ANAHEIM • PHONE 6-9626  
1201 AMERICAN AVE. • PHONE 6-9624

## Now Open! NOWLINGS INCORPORATED New HEADQUARTERS FOR USED CAR VALUES



"15 YEARS ON AMERICAN AVENUE" in the automobile business is your assurance that you will get a square deal when you buy a used car here!

These Startling Examples of Low Prices Are Better Than a Lot of Talk on Our Part!	
1948 Buick Roadmaster Sedan.....	\$1789
1948 Studebaker Commander Sedan.....	\$1649
1947 Pontiac Sedanette.....	\$1389
1946 Chevrolet 4-door, Radio, heater..	\$1049

YES! LOW PRICES TALK LOUDER THAN WORDS!



### M. Verne Holmes

Direct Factory Dealer

Service Repairs for All Makes of Cars... Wheel Alignment... Wheel Balancing... Motor Repairs, Parts and Accessories... Trucks and Repairs.

All Work Guaranteed  
Factory Trained Mechanics

## STUDEBAKER

The Car With the "NEXT LOOK"

★ UPTOWN ATLANTIC ★  
3449 ATLANTIC AVENUE  
PHONE 4-8603

"There's No Place Like Holmes"

### ROCK-BOTTOM PRICES

America's Finest FACTORY REBUILT Motor

## FORD \$84.45

POSITIVELY:  
NO extra charge for installation  
NO Block deposit  
NO MONEY DOWN (Car paid for or not.)  
Payments As Low As \$1.50 Weekly  
Other Cars Proportionately Low Priced

Exchanged & Installed  
3 HR. INSTALLATION  
New Motor Written GUARANTEE (90-day or 4000-mi.)  
No charge for courtesy car.

### BRAKES RELINED \$9.95

INCLUDES LABOR & MATERIAL

### PAINT JOB \$19.95

ANY CAR—CHOICE OF COLORS  
COMPLETE BODY WORK—AT COST

### STAR MOTOR REBUILDERS

925 E. ANAHEIM Ph. 7-8311  
Open 8 to 8 Daily—Sundays 10 to 2 P. M.

### Get a WHALE of a trade-in allowance for your old car!

## on a Brand New DODGE

FULL PRICE as low as \$1896 plus tax

### GLENN E. THOMAS

ANAHEIM AT ELM

OPEN EVENINGS 'TIL 9 ALL DAY SATURDAY AND SUNDAY



**Cars Increase**  
LONDON, Oct. 1. Despite tight gasoline rationing and the tax-inflated cost of living, there are more private automobiles on Britain's roads than ever before, the Automobile Association reports.

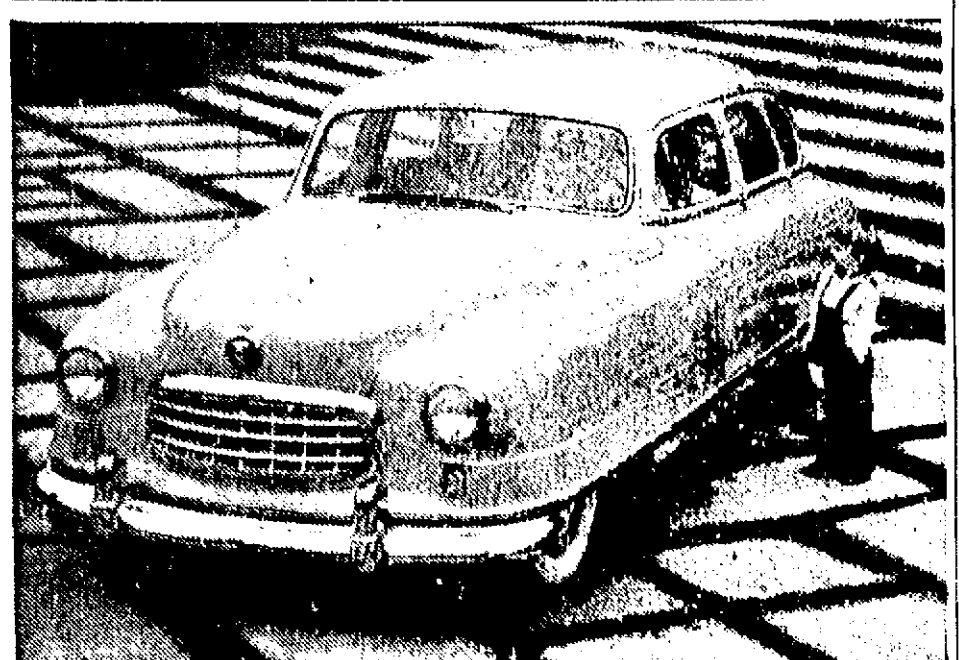
Your car must have two headlights and a full light. The headlights must be strong enough to light the road so that you can see a person 200 feet ahead, but they must not blind an oncoming driver. (Veh. C. Secs. 618, 619, 620.)  
**WE SPECIALIZE IN GENERATOR, STARTER AND SPEEDOMETER REPAIR**  
CARBURETOR, DISTRIBUTOR, WATER PUMP AND FUEL PUMP EXCHANGE  
**SPEEDOMETER SPECIALTIES CO.**  
524 EAST PACIFIC COAST HIGHWAY  
Phone 6-1463

## New Cold Rubber Tires May Outwear Span of Car

NEW YORK, Oct. 1. Automobiles one of these days, according to a synthetic rubber expert, will be running 75,000 miles with the same set of tires, reports Auto News.  
Dr. Charles P. Fryling of Phillips, Texas, in a report to the American Chemical Society, said the new type automobile tire may result from a material, known as cold rubber, that has been developed.  
The cold rubber, according to Fryling, is stronger and tougher than ordinary synthetic rubber. It even outwears natural rubber, Fryling said.  
The development of the new rubber goes back to research during the war when chemists, who were making synthetic rubber material in heated vats, realized that a better material could be obtained through a low-temperature process.

**New Station Wagon Is Easy to Clean**  
Chevrolet's 1949 all-steel station wagon retains the smart appearance of wood body paneling, but is easier to clean and polish.  
To making better rubber, the new process will reduce the cost of synthetic rubber.  
So with 75,000-mile tires in sight, the day may come when tires may outlast the life of some automobiles. If such a thing comes to pass, then motorists can thank the "forgotten men, who work in the basic research laboratories."  
Fryling said the experiments leading to the development of cold rubber were long and tedious, since many variables had to be adjusted and a suitable anti-freeze had to be invented for the purpose.

## Beauty of Line Featured in 1950 Nash



Coincident with the beauty of line achieved in the 1950 Nash Airflyte cars are the advantages of the scientifically conceived aerodynamic design which contributes importantly to the unusually high fuel economy of Nash cars. Nash engineers claim that recent wind tunnel tests at the University of Wichita revealed that 1950 Nash cars have the lowest air resistance of any full size stock cars tested. Passenger comfort as well as economy, is increased by reduced rear-end air turbulence.  
Hydra-Matic transmission will be offered as optional equipment on the Ambassador.  
**• NOW ON DISPLAY AT**  
**SEVERIN MOTORS**  
630 AMERICAN AVE. Telephone 70-3941

**ENTER**

**FORD'S**

**\$100,000**

**CAR-SAFETY**

**CONTEST**

Win One of 700 Valuable Prizes  
DRIVE IN TODAY FOR YOUR  
**FREE SAFETY CHECK-UP AND ENTRY BLANK**

**Freeman A. McKenzie, Inc.**  
Established 1905  
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**PREPARE FOR COVERED-WAGON DAYS**—Boosting the Century of Gold celebration which is the theme of this year's Covered Wagon Days in San Bernardino, Oct. 13, 14 and 15, are these folks. From left to right, Ed Price, Hudson dealer, who will furnish the cars for the big parade; F. K. Smith, public information director of San Bernardino Air Depot; Joanne Womack, assistant secretary of the affair; Kenneth Dyal, president of the event, and Jack Tibbitts, president of the Commercial Club.

## Dealer Builds Playground for Kids at Gas Station

SEATTLE, Oct. 2. Offering good service to motorists is all part of the day's business to the average operator, but Perry Williams, a dealer in this city, has gone a step further and is offering a first-class service to the youngsters in his neighborhood.  
Williams is not only genuinely fond of kids but sympathetic to the problems they face in finding an outlet for their energy on traffic-ridden city streets, and in building his new station here he kept them in mind. Instead of utilizing the ground at the back of his station for parking or letting it remain idle he decided to set up a playground.  
As a result, the children in Williams' neighborhood now have a miniature playground equipped with slides, swings, teeter-totter and sand pile. He also plans to add a badminton court in the near future.  
Williams, who is quite happy over the success of the idea and who never liked shooting the youngsters off the driveway or breaking up their games, says his playground not only keeps them from harm on the driveway but off the streets as well.  
He said the residents of the neighborhood have expressed their appreciation of his interest in their children's safety and happiness by patronizing his station. However, he added, while he is grateful for the business, he gets a lot of pleasure watching the kids enjoying themselves.

## Memphis Using 'Courtesy Car' to Aid Traffic

MEMPHIS, Tenn., Oct. 1. (UP) Memphis calls itself "The city of good abode," and it has been trying to live up to that name with the latest thing in traffic controls—the "courtesy car."  
Like nearly every other American city, this world cotton center has been plagued with postwar traffic problems.  
It hired a firm of traffic engineers from Columbia, S. C., to survey the situation and make recommendations. The survey cost more than \$8000 and resulted in many changes.  
Left turns were eliminated in many cases, streets were made one-way, buses were re-routed, and automobile flow was guided to less-traveled streets.  
But the human factor remained, and the "traffic cheaters" continued to operate. These are the fellows who slip through the changing amber light, who edge up just a bit too closely to the pedestrian crossing lines or who signal incorrectly for a turn.  
Just minor points, but the mayor's Traffic Advisory Commission decided they were just the things which could keep accidents piling up on the city's books and casualties piling up in the city's hospitals.  
To cope with the situation the commission, headed by Bruckner Chase, a former naval officer, came up with "Operation Safety" and the "courtesy car."  
At 7 p. m. Saturday, a gaslight review, also referred to as Grandpa's Follies, will be staged at the Municipal Auditorium and at 9:30 p. m., a rodeo will be offered on the Orange show grounds. The rodeo will be repeated at 2:30 p. m. on Sunday.  
Paying tribute to the Covered Wagon Days celebration, the 72 members of the Hudson Dealers Association of Southern California, their families and friends, will attend the Covered Wagon Days celebration in a caravan of new Hudsons.

## Proposes Elevated Coastal Route

ESCONDIDO, Calif., Oct. 1. (UP) Roland C. Casad, who campaigned for President of the United States five times, but never received a political party's nomination, has proposed an elevated highway from San Diego to Los Angeles.  
The elevated highway would settle current traffic problems by allowing cars to travel at higher speeds along the upper road. Casad pointed out. The lower road could be used for slower speeds along the upper road, it points along the route. It also could be used for parking.  
The cost should not exceed that of a superhighway which has been proposed for the route as it would require much less property for construction, Casad said.

## Few Courteous Drivers Found

PROVIDENCES, R. I., Oct. 1. (UP) During Highway Courtesy Week, police watched 700 automobiles go by without noting a single driver eligible for a courtesy award. Finally, a policeman took a pair of crutches and hobbled into the street. The driver who stopped got the award.  
The cost should not exceed that of a superhighway which has been proposed for the route as it would require much less property for construction, Casad said.

**Whatever the Price Class—**

SEE and HEAR  
**OLSEN and JOHNSON'S**  
**FIREBALL FUN-FOR-ALL**  
every Thursday on Television

**"Buick's the Buy"**

It's part of every street scene—something you see every day.  
Car owners in three different price classes—all happy about the same thing.  
One of them drives a new Buick SPECIAL, which you see poking forth its new, bold-look forefront at the left of our picture.  
Another will tell you there's nothing like the SUPER's "happy medium" of size and comfort, power and easy handling, style and standing.  
And if you're looking for prestige, where is your money going to buy so much as in that handsome 18-footer, the ROADMASTER, with its 150-hp performance and really royal bearing?

But all these good folks get together on this:  
There's no ride quite so soft and cushiony as the Buick ride, whatever the size and series. There's no power quite so satisfyingly lively as Buick's high-compression, high-pressure Fireball power.  
Above all, there's no "buy" like a Buick—no car that gives you such a rich dollar's worth of smartness, handling, comfort and liveliness for every dollar you pay.  
So why not look the whole line over? Your Buick dealer has these grand travel-mates in a baker's dozen of different body types and sizes. Start your shopping in his showroom—and you'll find that even on delivery he has exactly what you want.

**BUICK alone has all these features**  
Silk-smooth DYNAFLOW DRIVE\* • FULL-VIEW VISION from enlarged glass area • SWING-EASY DOORS and easy access • "LIVING SPACE" INTERIORS with Deep-Cradle cushions • Buoyant-riding QUADRUFLUX COIL SPRINGING • Lively FIREBALL STRAIGHT-8 POWER with SELF-SETTING VALVE LIFTERS (Dynaflow Models) plus HI-POISED ENGINE MOUNTINGS • Low-pressure tires on SAFETY-RIDE RIMS • Double-Duty VENTIPORTS • DUREX BEARINGS, main and connecting rods • BODY BY FISHER

\*Standard on ROADMASTER, optional at extra cost on SUPER and SPECIAL models.

**When better automobiles are built BUICK will build them**

**LONG BEACH BUICK CO.**  
205 EAST ANAHEIM LONG BEACH, CALIF. PHONE 7-2751

Studebaker again revolutionizes car styling!

**The new 1950 Studebaker**  
**Never a Car With Such Eye-appeal!**  
**Never a Deal With Such Buy-appeal!**

**DELIVERED TO YOU IN LONG BEACH BY**  
**ED JAMES**  
WORLD'S CHAMPION STUDEBAKER DEALER  
FOR AS LITTLE AS  
**\$538 DOWN!**  
**\$48 MONTH!**  
**HUGE ALLOWANCE!**

Eye-catching Beauty that gives you a lift at every glance. ★ Luxurious new Interior that flatters You and your Passengers. ★ More Glide than Ride—so soft—so smooth—so restful—so safe. ★ Famous Studebaker Craftsmanship that means carefree trouble-free driving. ★ Noted Studebaker Economy that earns a Grateful Look from Your Pocketbook.

**Yes! Studebaker's Really Got It! Come Get It!**  
**JAMESTOWN**  
CORNER 14TH AND AMERICAN PHONE 6-4219

**San Bernardino Fall Festival to Open Oct. 13**  
Featuring a series of events which includes relighting a fire atop 10,630-foot Mt. San Bernardino, used by Col. Henry Washington in 1852 to establish the San Bernardino Base Line, from which were run the land surveys for Southern California, San Bernardino's annual Covered Wagon Days celebration will be held the week end of Oct. 13, 14, 15 and 16.  
Boosting the Century of Gold celebration which is the theme of this year's Covered Wagon Days event are hundreds of San Bernardino men and women, working under the direction of Jack Stone. The event this year is expected to draw far more than the 150,000 persons who attended the festivities last year. Kenneth Dyal, postmaster, is president of Covered Wagon Days of San Bernardino, Inc.  
High lighting the event will be an old-time western parade, with riding clubs and mounted posies from California, Nevada, Arizona and Utah to be held at 2 p. m., Oct. 13. Picturesque floats, depicting the spirit of the Century of Gold with all-western motifs, and numerous bands, will help make the parade miles long. Ed Price, San Bernardino dealer, is furnishing special Hudson cars for the parade. Maj. Gen. Julius W. Jones, commanding general of the Sacramento Air Material Command, will be grand marshal.  
Major entry for the parade is a float, more than 200 feet long, perhaps the largest ever built for any parade, which is entered by the San Bernardino Air Depot, under the command of Col. George E. Lundberg, according to Floyd K. Smith, public relations director for the air depot. The float is wrapped in secrecy under a huge air hangar, and is expected to earn international publicity for the Air Force and Covered Wagon Days.  
The celebration opens on Thursday night, Oct. 13, with a costume ball at the Municipal Auditorium. On Friday night, the original survey of base line will be re-enacted at about 7:30 p. m. when fire will be lighted atop Mt. San Bernardino. Street dancing, with square dance bands predominating, and other festivities will follow.  
On Saturday morning at 9 a. m. there will be a junior parade. The mammoth parade which annually draws throngs from all parts of the west, takes place at 2 p. m. Saturday.  
At 7 p. m. Saturday, a gaslight review, also referred to as Grandpa's Follies, will be staged at the Municipal Auditorium and at 9:30 p. m., a rodeo will be offered on the Orange show grounds. The rodeo will be repeated at 2:30 p. m. on Sunday.  
Paying tribute to the Covered Wagon Days celebration, the 72 members of the Hudson Dealers Association of Southern California, their families and friends, will attend the Covered Wagon Days celebration in a caravan of new Hudsons.

**Ford Turns Out Millionth Car**  
DEARBORN, Oct. 1. The one-millionth 1949 Ford was produced by the Ford Motor Co. last week. The milestone unit, a convertible, rolled out of the Ford Division's Dearborn assembly plant at the huge Dearborn, Michigan Rouge plant.  
High light of the production of the millionth unit was trial spin taken in it by all three of the Ford brothers with Henry Ford II, president of the company, at the wheel. With him were Benson Ford, vice president-general manager, Lincoln-Mercury Division, and William C. Ford, Ford Motor Co. director.  
With production of the 1949 units starting in 1948, the 15 Ford Division plants throughout the United States have, so far in 1949, assembled 588,307 Ford cars.

**Van Nuys Plant Sets Fast Pace**  
VAN NUYS, Calif. The newest of Chevrolet's 11 assembly plants—at Van Nuys, recently turned out its 100,000th vehicle.

**2525 East Anaheim AUTO PAINTING**  
PAINT YOUR CAR WITH THE NEWEST COLORS  
BAKE ENAMEL AUTO ACCESSORIES  
SUN SHADES — SIDE AWNINGS  
Sold Matched and Installed Here  
**IRWIN**  
Auto Works  
2525 E. Anaheim  
It Costs No More in OUR MODERN SHOP  
Phone 8-5009



# Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

Plans to relaunch the popular Grand Canyon economy runs were bared last week at a luncheon meeting, attended by automotive dealers, manufacturer representatives and newsmen by C. S. Beesmyer, executive vice president of General Petroleum Corp., sponsors of the event.

According to Beesmyer, the Mobilgas Grand Canyon Run as it is known is scheduled to take place on February 15th and 18th, so that all the new 1950 models may participate.

"At a time when national interest is focused on greater economy, particularly in terms of gasoline mileage, this test will provide factual information that will guide the car owner in selecting the grade fuel that works best in his car," Beesmyer declared. "Auto companies entering the event emphasized that they are glad of the opportunity to demonstrate the performance and economy of the 1950 models to the public, from the standpoint of quality and actual performance," he said.

"The basic idea behind the run is to provide opportunity for competition among nationally advertised cars of U. S. manufacture. These cars are grouped and classified according to price and they compete to see which can make the greatest average ton miles per gallon. This system of handicapping has been devised to give all cars competing an equal opportunity, not only to win their own class, but the event itself, he concluded.

The itinerary for the route will take the competing cars from Los Angeles through Death Valley and Las Vegas to the Grand Canyon—a course which is considered the toughest that could be found in the nation. All cars must complete the run of 751 miles within an elapsed time of 18 hours and 30 minutes.

The event, remembered by all as the Gilmore economy run, was first staged in 1936 and continued until the start of the war in 1941.

A total of 156 service mechanics from Chevrolet dealerships in this area who passed examinations at the conclusion of a rigid Chevrolet-approved training course were honored recently at a dinner meeting held at the Lakewood Country Club.

Chevrolet zone service and mechanical manager Phil Johnston of Los Angeles conducted the meeting and gave each man a diploma certifying that he passed the course. Chevrolet officials expressed gratification that 61 of the total who passed the examinations in this region had done so for 10 years or more.

The local service men are among more than 25,000 Chevrolet mechanics similarly honored throughout the nation.

Three of Long Beach's best known automobile men, Ken, Hansel and Russell Nowling, have officially opened a used car firm at 1599 American Ave. All three formerly were associated with other car agencies on auto row.

According to Ken, they will use the present office building on the 1599 lot and make additional structural changes at a later date. Ray Klingensmith also is with the new firm as a salesman.

Prices on 1950 Nash cars, that recently were unveiled throughout the nation, will be \$73 to \$410 lower than 1949 models. It was announced last week by the Nash-Kelvinator Corporation.

Lower prices are possible because reduced production costs have resulted from a freer flow of materials and the elimination of steel ingot conversion, the company said. Another factor is the steady increase in production and sales which has been accompanied by a corresponding reduction in unit cost. During the 1949 model year just closed, Nash exceeded the total of the previous model year by 18 per cent, Nash revealed.

The domestic market absorbed 96.4 per cent of August's all-time high production record of 657,664 motor vehicles, the Automobile

Manufacturers Assn. said last week.

Export during last month of 22,625 passenger cars, trucks and buses per centagewise set a new post-war low of 3.4 per cent of output for a given month. For the first eight months of this year shipments abroad accounted for about 5 per cent of all factory sales. The 208,215 units sent overseas compared with 295,447 vehicles for the similar 1948 period, a drop of 30 per cent, according to the A. M. A.

**DEALER DOINGS**—Ray Gould, American Ave. Chrysler dealer, met with other dealers of the Los Angeles area at the California Club last week, to get the lowdown on their new television show. Gil Martyn, announcer-producer on the show told the agency heads that Chrysler's telecasts will be telecast from 7:45 to 8:00 p. m. Monday through Friday over Station KTLA.

Bob McClure, sales manager of the Glenn E. Thomas Co., reports that George Clark is now on their used car sales staff. Clark, rejoined the Dodge firm after an absence of 10 years.



**BRITISH BARGAINS**—These shoppers in New York see first-hand one immediate result of the devaluation of the British pound. Prices of the British-made autos in the window have been slashed 20 per cent because of the currency change. The car at right was marked down from \$4150 to \$3500.

**Truck Drivers in U. S. Total Over 5 Million** **700,000 Await Cars in England**

More than five million Americans work as truck drivers. This does not include the helpers found on many big trucks. In England, 700,000 persons are patiently waiting for delivery on new cars.

## Circular Glow in New Taillight

SIDNEY, Ohio, Oct. 1. A new type of auto stop lights has been invented by H. J. Beemer. His bulbs alternate in lighting so that device consists of three bulbs in a circular effect is given.



**Replace Damaged Auto Glass**  
with SAFETY PLATE Auto Glass  
**DRIVE IN TODAY FOR COMPLETE, FAST SERVICE LOWEST PRICES**

We Cater to the Insurance Trade

**Marine Glass Co.**  
SCOTT-WOODARD-SCOTT SR.  
GLASS FOR ALL PURPOSES  
Cor. 14th and Magnolia, Ph. 7-7475



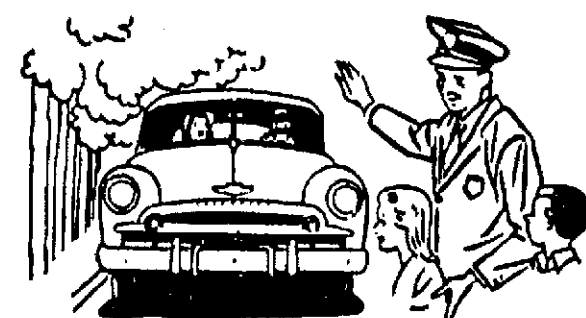
**Hundreds of Smiling Faces...**

testify to the excellent service they have received from their neighborhood IASA mechanic. Thousands of Long Beach people have come to rely upon him for their automotive repair needs. His experience and up-to-date methods make him a valuable friend, indeed!



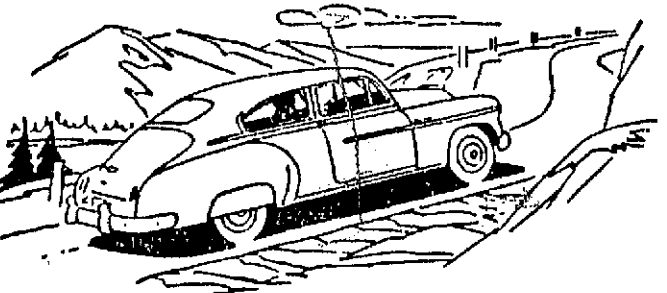
Take your car to your IASA repair man for 100 per cent dependable service and repairs!  
**INDEPENDENT AUTOMOBILE SERVICE ASSOCIATION**  
E. W. CUMMINGS, Secretary  
1211 Heartwell Bldg. Phone 7-5026  
Look for this blue sign  
There's one in your neighborhood

## No other low-priced car offers you all these EXTRA VALUES



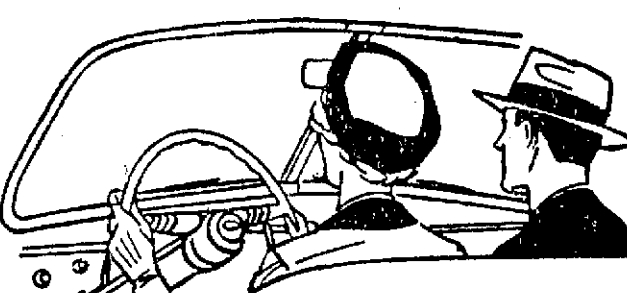
**Certi-Safe Hydraulic Brakes**

Chevrolet's exclusive brake design is more outstanding than ever for swifter, safer stops. New Dual-Life, rivetless brake linings last up to twice as long. Extra safety and economy are combined in this extra value exclusively yours at lowest cost in Chevrolet!



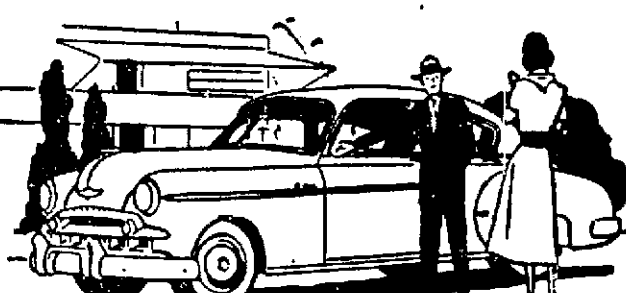
**World's Champion Valve-in-Head Engine**

The trend's all to valve-in-head design for more efficient and economical high-compression engines. But Chevrolet's proved and extra efficient engine is the only valve-in-head engine in its field... an extra value exclusively yours at lowest cost in Chevrolet!



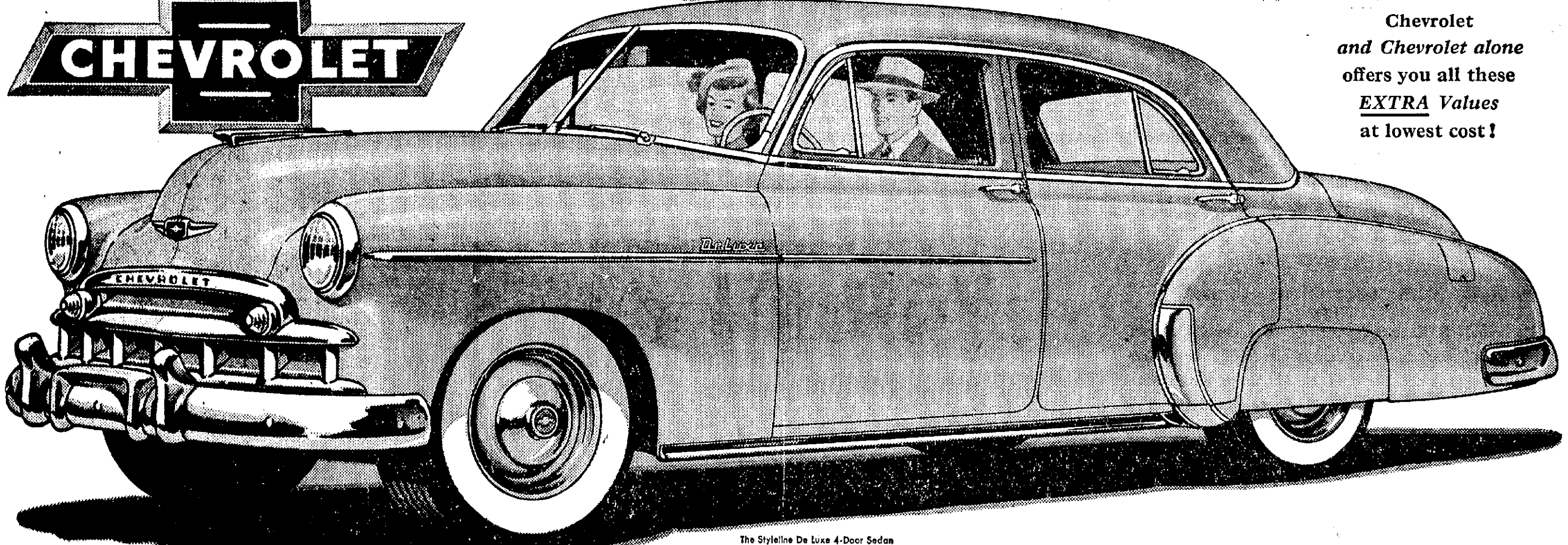
**Center-Point Steering**

Steering control is centered between the wheels to give you amazing new ease of control with minimum fatigue. You'll find Center-Point Steering only on Chevrolet and higher priced cars—an extra value exclusively yours at lowest cost in Chevrolet!



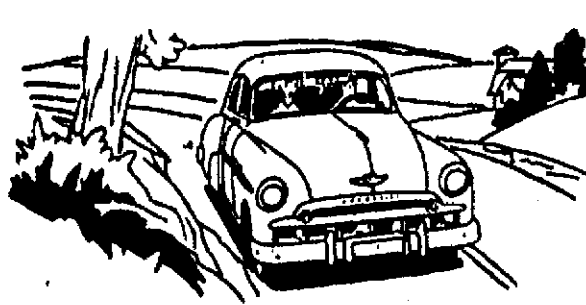
**Fisher Body Styling and Luxury**

Long, low lines... smooth, graceful curves... extra conveniences like Push-Button Door Handles... super-size interiors featuring luxurious fabrics and fittings and "Five-Foot Seats"... Body by Fisher is an extra value exclusively yours at lowest cost in Chevrolet!



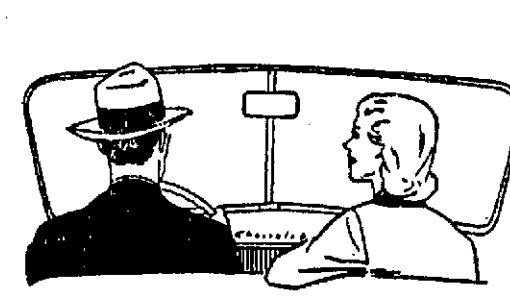
The Styline De Luxe 4-Door Sedan

**Chevrolet and Chevrolet alone offers you all these EXTRA Values at lowest cost!**



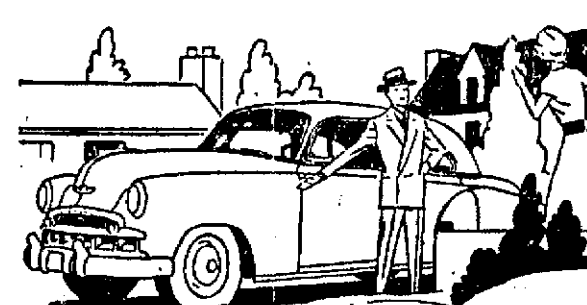
**Extra Economical to Own and Operate**

It's the lowest priced line in its field. It's the outstandingly economical performer. And it's America's most wanted motor car—new or used—traditionally worth more when you trade. It all adds up to another extra value exclusively yours at lowest cost in Chevrolet!



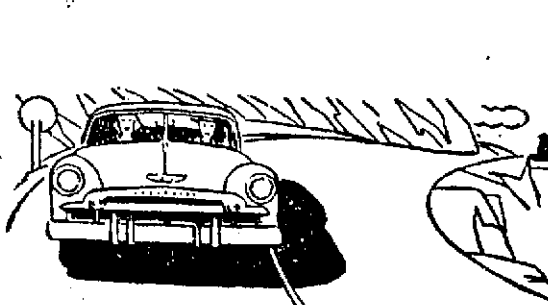
**Curved Windshield with Panoramic Visibility**

That large, smartly curved windshield sweeps back to narrower corner posts to provide a wider, safer view. Alone in its field, Chevrolet gives you the functional beauty of a curved windshield—another extra value exclusively yours at lowest cost in Chevrolet!



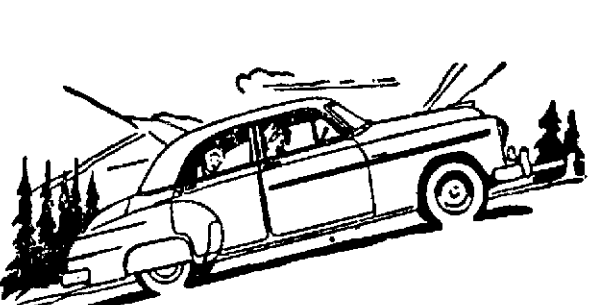
**Fisher Unisteel Body Construction**

Slam the door and hear the difference! That solid, muffled thud speaks of steel welded to steel all around you. Fisher Unisteel Construction brings you unsurpassed solidity, quietness and safety—another extra value exclusively yours at lowest cost in Chevrolet!



**5-Inch Wide-Base Rims, plus Low-Pressure Tires**

You get the widest rims in the low-price field plus extra low-pressure tires as standard equipment. That's another reason for the extra smoothness, softness and stability of the Chevrolet ride... another extra value exclusively yours at lowest cost in Chevrolet!



**Longer, Heavier, with Wider Tread**

It looks like it... it rides like it... it is the BIG car in the low-price field! With its extra size Chevrolet gives you more riding-comfort, road-steadiness and safety—more car for your money! It's another extra value exclusively yours at lowest cost in Chevrolet.

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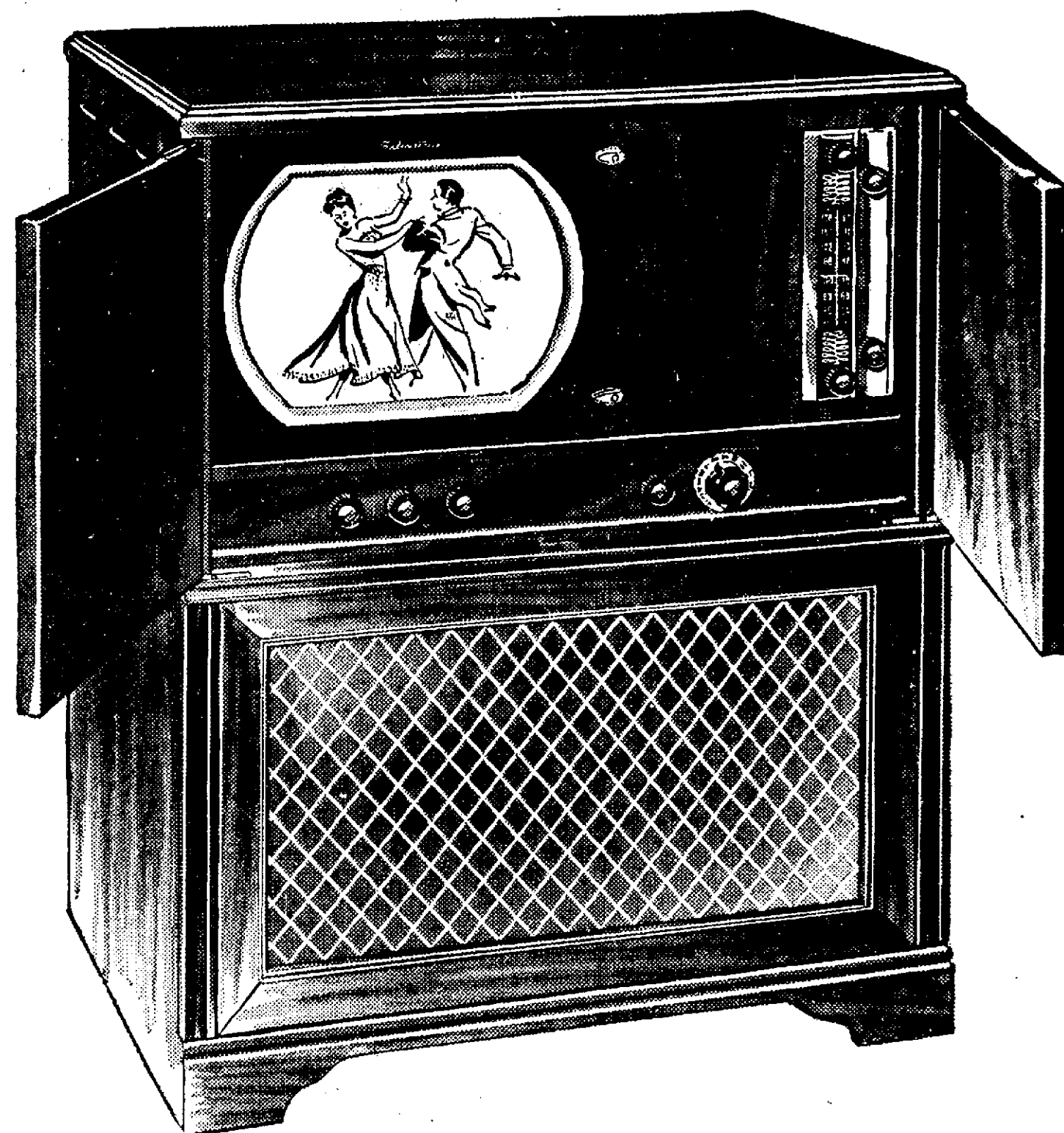
**179<sup>95</sup>**

Only \$5 down!

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- You get more usable refrigerator space!
- And more freezer chest storage space!
- Beautiful, convenient, and efficient!

Keep this low price in mind when you check all these great features! All-steel seamless cabinet finished in easy-to-clean Durabond, stainless steel freezer chest stores 23.2 pounds of frozen foods, rust-resisting shelving and 'Coldex' double duty insulation!



Only \$10 down

AM-FM Radio, 3-Speed Record Player

**TELEVISION**

**389<sup>95</sup>**

- Bright 30-square-inch TV screen.
- Built-in antenna for AM-FM radio.
- Automatic phono plays all records.

America's greatest television buy and complete home entertainment! Steady TV pictures, sensitive radio, 3-speed record changer, mahogany cabinet. Save!

\$18 Month on Sears Easy Terms  
Usual Carrying Charge, Plus Installation.

**Kenmore Washer Value!**

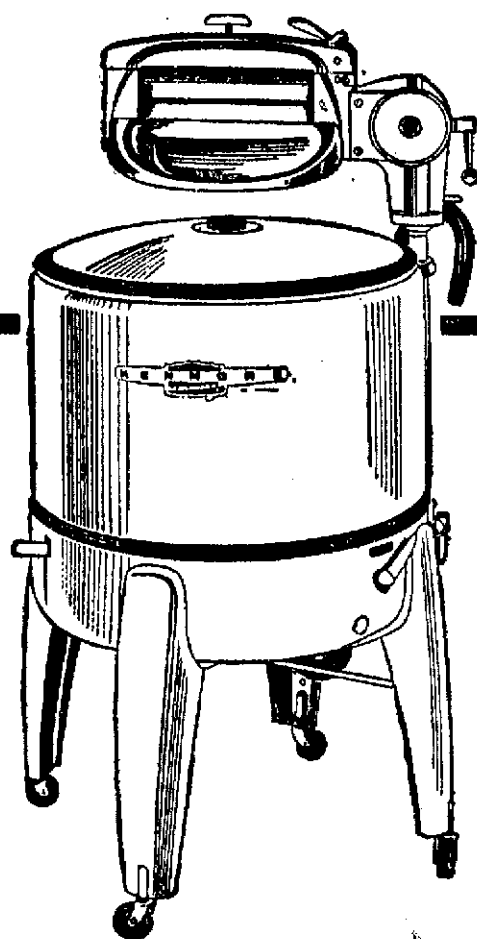
Complete with convenient pump!

Compare this value! A 'Kenmore' washer to fit a careful budget! This model washes 7 pounds of clothing in one loading with Kenmore's famed triple-vane agitator action. Aluminum finish steel wringer with 2-inch balloon type rolls and safety release. This washer also features a convenient pump for easy emptying. White enameled finish inside and out. Value!

**79<sup>95</sup>**

Only \$5 Down!

Sears Easy Terms  
Usual Carrying Charge



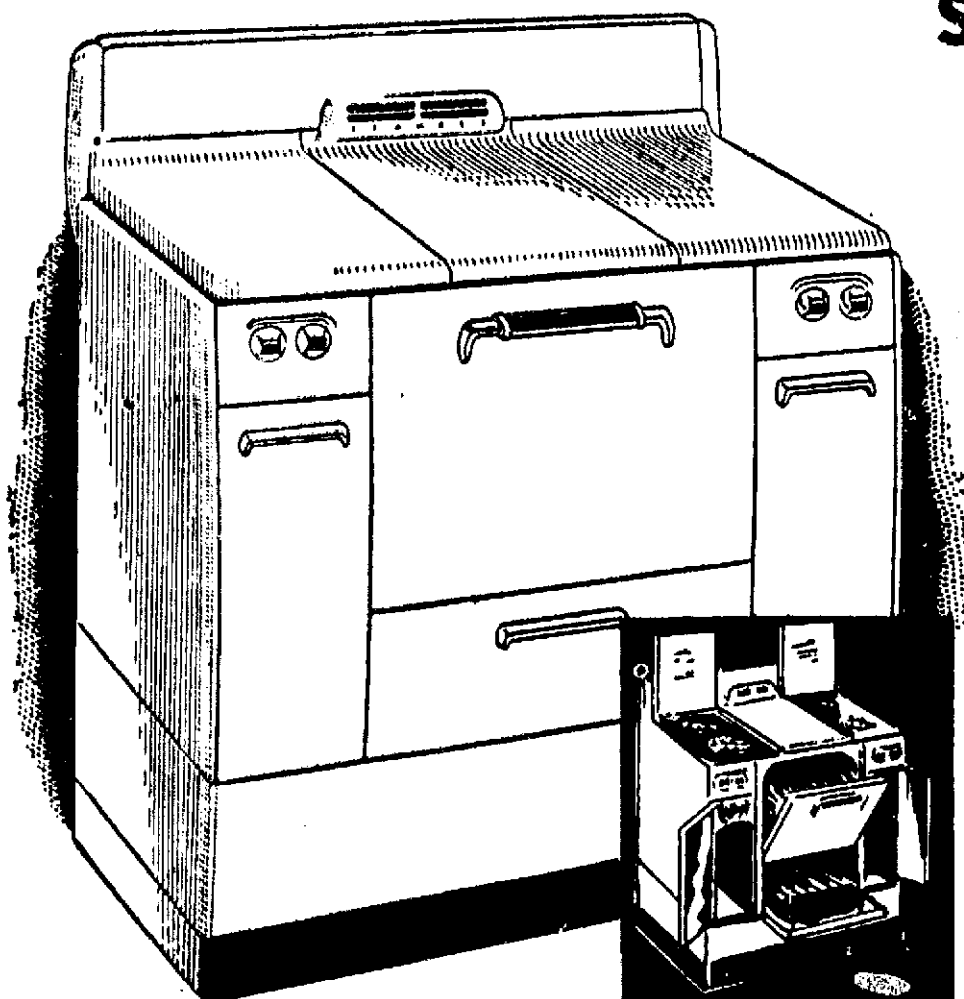
Save \$20 on this Brand New Kenmore

**129.95 Range**

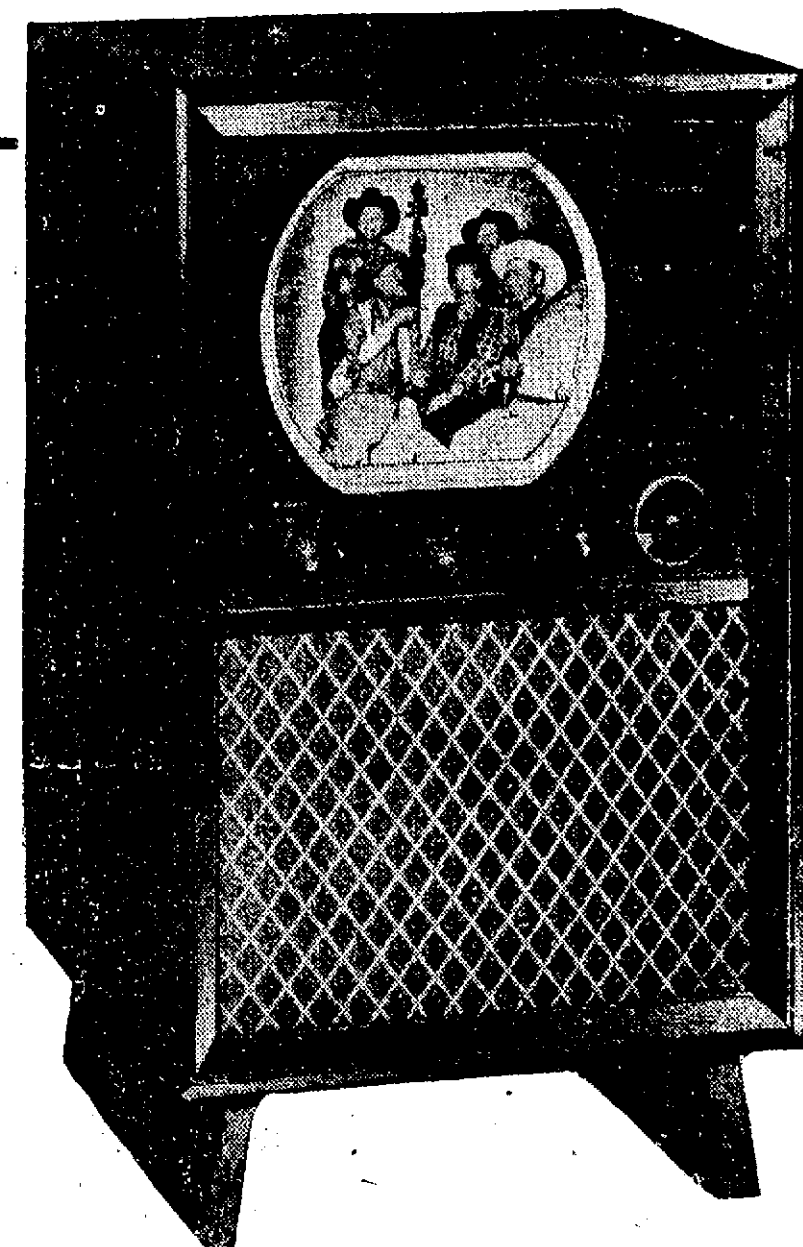
**109<sup>95</sup>**

Only \$5 Down

Sears Easy Terms. Usual Carrying Charge



Enjoy easier, more efficient cooking and baking with this great 'Kenmore'! And save \$20 at this reduced price! A brand new model, styled for modern kitchens. With every feature to take the guesswork out of cooking. Smokeless broiler, 18-inch wide oven with automatic heat control. See it!



**Big Value! Picture-perfect! Silver-tone Television Console**

Large 61-inch screen and many other features for fine performance because of precision manufacture.

**229<sup>95</sup>**

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